

# **Postpartum Health Supplements Market Size, Share & Trends Analysis Report By Product Type (Single Nutritional Supplements, Combined Nutritional Supplements), By Formulations, By Sales Channel, By Region, And Segment Forecasts, 2022 - 2030**

<https://marketpublishers.com/r/P7059726970CEN.html>

Date: September 2022

Pages: 80

Price: US\$ 5,950.00 (Single User License)

ID: P7059726970CEN

## **Abstracts**

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### **Postpartum Health Supplements Market Growth & Trends**

The global postpartum health supplements market is expected to reach USD 2.13 billion by 2030, registering a CAGR of 8.1% from 2022 to 2030, according to a new report by Grand View Research, Inc. increasing prevalence of postnatal depression is one of the major factors driving its growth. Postnatal depression approximately affects 10-15% of mothers. Also, it may have a detrimental effect on the cognitive and social well-being of infants, children, and spouses. This has raised awareness as well as demand for these products.

Active steps are being taken by public and private institutions to increase awareness about postnatal health among women. This is anticipated to drive demand for the products during the forecast period. For instance, WHO in March 2022, launched global guidelines that include recommendations to support newborns and women in the postnatal period such as treatment, advice, and backing to aid the recovery of women and manage common problems that women experience after childbirth. The guidelines also recommend checkups and screening for maternal anxiety and depression, this is anticipated to drive demand for postnatal health supplements during the forecast period.

In addition, the increasing number of working women and rising awareness of nutritional

supplements is positively impacting the growth of the market. Furthermore, the increased digitalization and easy availability of these products on the online channel is adding fuel to the growth. Moreover, increasing urbanization has caused people to spend on health supplements, which are expected to drive the market during the forecast period. Also, dietitians and nutritionists recommending postnatal supplements to avoid various nutritional deficiencies are expected to impel the market growth throughout the forecast period.

Key players are involved in the development of new postnatal supplements. For instance, in March 2022, Purer Vita, a UK-based company launched the “PurerMama” range, a nutritional and wellness brand, which consists of products such as Pure Glow Superfood Collagen to help in postnatal recovery. Furthermore, the increasing investment by the key players, to meet the consumer demand, is fueling the growth.

### Postpartum Health Supplements Market Report Highlights

In 2021, the combined nutritional supplements segment dominated the market owing to increasing consumption as it helps to meet the overall nutritional requirements

The capsule/tablet held the largest share in 2021 owing to its benefits such as ease of consumption and easy breakdown of the formulation

In 2021, the pharmacies/drug stores held the largest share as it is a common sales channel used by the patients

Asia Pacific region dominated the postpartum health supplements market owing to the rising birth rate in the region and increasing awareness of the products among pregnant women. Also, the increasing disposable income in the Asian countries is positively impacting the market growth

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