

Breast Pump Market Report by Type (Closed System Breast Pump, Open System Breast Pump), Technology (Battery-Powered Breast Pump, Electric Breast Pump, Manual Breast Pump), Application (Hospital, Personal Care), and Region 2024-2032

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Abstracts

The global breast pump market size reached US\$ 971.8 Million in 2023. Looking forward, IMARC Group expects the market to reach US\$ 1,723.1 Million by 2032, exhibiting a growth rate (CAGR) of 6.4% during 2024-2032. The rising awareness and emphasis on breastfeeding, increasing working women population, significant technological innovations, increasing urbanization, growing disposable incomes, supportive healthcare policies, and rapid expansion in online retail and e-commerce sector are some of the major factors propelling the market.

A breast pump is a mechanical device designed to extract breast milk from lactating individuals. It plays a significant role in supporting breastfeeding mothers by enabling them to express and store breast milk for later use. Breast pumps are particularly beneficial in situations where direct breastfeeding may not be possible, such as when mothers return to work or need to be separated from their infants for a period of time. Breast pumps come in various types, including manual and electric models. Manual breast pumps are operated by hand and require the user to manually create suction to extract milk. Electric breast pumps, on the other hand, are powered by electricity and offer adjustable suction levels and pumping patterns for more efficient milk expression. Breast pumps offer numerous advantages, such as maintaining a mother's milk supply, providing relief from engorgement, and offering the convenience of feeding expressed breast milk to the baby even when the mother is not present.

Increased awareness about the benefits of breastfeeding for both mothers and infants

has propelled the demand for breast pumps. As more mothers recognize the significance of breastfeeding, they seek efficient methods to express and store breast milk, driving the product demand. Additionally, with more women participating in the workforce, there is a growing requirement for breast pumps to enable breastfeeding while managing professional commitments. Breast pumps provide a practical solution, allowing mothers to maintain their milk supply and ensure optimal nutrition for their infants. Other than this, urbanization has led to changes in lifestyles and living arrangements. Smaller living spaces and busy schedules often necessitate the use of breast pumps to facilitate breastfeeding and childcare in such dynamic environments. Besides this, the rise in disposable income has enabled parents to invest in high-quality and technologically advanced breast pump models that offer convenience and efficiency. In line with this, healthcare institutions and policies that encourage breastfeeding have contributed to the demand for breast pumps. Hospital initiatives promoting breastfeeding and the availability of lactation consultants have boosted the adoption of breast pumps. Furthermore, the growth of online retail platforms provides easy access to a wide range of breast pump products. Consumers can compare options, read reviews, and make informed purchase decisions, fostering market growth. Moreover, the breast pump market has witnessed technological advancements that enhance user experience and pump efficiency. Electric breast pumps with customizable settings, quieter operation, and portable designs are preferred by modern mothers seeking convenience and comfort.

Breast Pump Market Trends/Drivers:

Rising Awareness and Emphasis on Breastfeeding

Increasing awareness about the long-term health benefits of breastfeeding for both infants and mothers has ignited a renewed emphasis on breastfeeding. Breast milk is rich in essential nutrients, antibodies, and enzymes that contribute to a baby's healthy development and immune system. As medical and scientific communities continue to highlight these advantages, mothers are now more inclined to opt for breastfeeding. This heightened awareness has led to a surge in demand for breast pumps, which facilitate milk expression and storage, ensuring a steady supply of breast milk even in scenarios where direct nursing is not feasible.

Women Workforce Participation

The changing landscape of the workforce, with more women actively engaged in careers, has created a need for breastfeeding solutions that accommodate professional commitments. Breast pumps offer an efficient way to express breast milk, allowing

working mothers to provide their infants with the benefits of breast milk even while they are away. This factor has significantly driven the breast pump market growth, as mothers seek convenient and reliable devices that align with their busy schedules, enabling them to maintain their milk supply and bond with their babies.

Technological Innovations

Technological advancements have transformed the breast pump market, enhancing user experience and functionality. Electric breast pumps equipped with adjustable suction levels, multiple pumping modes, and even smartphone connectivity have revolutionized milk expression. These innovations cater to the preferences of modern parents who seek efficient and comfortable breastfeeding solutions. Additionally, the development of quieter and more discreet pumps allows mothers to express milk discreetly and without disruption. As technology continues to evolve, breast pumps become increasingly convenient and tailored to the specific needs of users, thereby propelling market growth and encouraging more mothers to opt for breastfeeding.

Breast Pump Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global breast pump market report, along with forecasts at the global and regional levels from 2024-2032. Our report has categorized the market based on type, technology and application.

Breakup by Type:

Closed System Breast Pump

Open System Breast Pump

Closed system breast pump dominates the market

The report has provided a detailed breakup and analysis of the market based on the type. This includes closed system breast pump and open system breast pump. According to the report, closed system breast pump represented the largest segment.

The closed system breast pump has emerged as the largest segment in the market breakup by type due to its inherent advantages that address concerns related to hygiene, contamination, and maintenance. A closed system breast pump features a barrier that prevents breast milk from coming into contact with the pumping mechanism, ensuring a sealed environment. This design significantly reduces the risk of mold,

bacteria, and viruses developing within the pump, thereby enhancing milk safety and quality. Mothers prioritize the hygiene of expressed milk, and closed system pumps offer a level of assurance in this aspect. This segment's growth can also be attributed to increased awareness among consumers about the benefits of closed system pumps, driven by healthcare professionals and lactation consultants emphasizing the importance of maintaining the purity of expressed breast milk. Additionally, regulatory standards and guidelines promoting milk hygiene have further propelled the demand for closed system breast pumps, establishing them as the preferred choice for mothers seeking reliable and contamination-free milk expression solutions.

Breakup by Technology:

Battery-Powered Breast Pump

Electric Breast Pump

Manual Breast Pump

Battery-powered breast pump holds the largest share in the market

A detailed breakup and analysis of the market based on technology has also been provided in the report. This includes battery powered breast pump, electric breast pump, and manual breast pump. According to the report, battery powered breast pump accounted for the largest market share.

Battery-powered breast pumps offer the freedom to pump without being tethered to an electrical outlet, making them an ideal choice for busy schedules, travel, and situations where access to electricity is limited. This segment's growth is also driven by advancements in battery efficiency, enabling longer pumping sessions without compromising on power. Additionally, battery-powered pumps are typically compact and lightweight, further enhancing their suitability for modern lifestyles. As mothers seek versatile and user-friendly solutions, the battery-powered breast pump has gained prominence, offering the flexibility to maintain breastfeeding routines while accommodating various daily activities.

Breakup by Application:

Hospital

Personal Care

Hospital dominates the market

The report has provided a detailed breakup and analysis of the market based on the application. This includes hospital and personal care. According to the report, hospital represented the largest segment.

Hospitals serve as the primary settings for childbirth, and they often provide comprehensive care for both newborns and mothers during the postpartum period. Within hospitals, breast pumps are used in various scenarios, including supporting premature infants who require specialized feeding, aiding mothers with latching challenges, and facilitating milk expression when mothers are temporarily separated from their infants due to medical reasons. Moreover, hospitals have lactation consultants and healthcare professionals who guide new mothers on breastfeeding techniques and the effective use of breast pumps. The emphasis on optimal infant nutrition and breastfeeding support within hospital environments has propelled the adoption of breast pumps for medical and lactation-related purposes. As hospitals continue to prioritize maternal and neonatal care, the demand for breast pumps as integral components of postpartum care has contributed to the hospital segment's dominance in the market.

Breakup by Region:

North America

Europe

Asia Pacific

Latin America

Middle East and Africa

North America exhibits a clear dominance in the market

The report has also provided a comprehensive analysis of all the major regional markets, which include North America, Europe, Asia Pacific, Latin America and the Middle East and Africa. According to the report, North America was the largest market for breast pump.

In the North America region, there is a growing emphasis on maternal and infant health, with increased awareness about the benefits of breastfeeding for both mothers and babies. This has led to a higher demand for breastfeeding accessories such as breast pumps. Additionally, the region's strong healthcare infrastructure supports breastfeeding initiatives, with hospitals and healthcare providers often encouraging breastfeeding and

offering lactation support services. The prevalence of working mothers and the need for practical solutions to balance work and childcare has further boosted the demand for breast pumps, making them essential tools for modern parenting. North America's well-developed e-commerce and retail networks provide easy access to a wide range of breast pump products, allowing consumers to make informed choices. The region's disposable income levels also enable parents to invest in advanced breast pump models that align with their lifestyle needs. As these factors intersect, North America remains a thriving market for breast pumps, catering to the demands of informed and health-conscious parents.

Competitive Landscape:

Industry leaders are continuously investing in research and development to introduce advanced breast pump models with enhanced features. This includes electric pumps with adjustable settings, quieter operation, and user-friendly interfaces. Some companies are incorporating smart technology, allowing users to monitor pumping sessions through mobile apps. These innovations not only improve the user experience but also encourage greater adoption of breast pumps among modern mothers seeking efficiency and convenience. Additionally, key players collaborate with hospitals, medical centers, and lactation consultants to promote their products and provide education on proper milk expression techniques. These partnerships facilitate knowledge sharing, encourage evidence-based practices, and enhance the credibility of breast pump brands within the healthcare community. This, in turn, boosts consumer trust and drives market growth. Other than this, market leaders are actively involved in awareness campaigns that emphasize the benefits of breastfeeding and the role of breast pumps in supporting breastfeeding mothers. These campaigns aim to dispel myths, address concerns, and educate both mothers and healthcare professionals about the value of breast pumps in maintaining milk supply, even in challenging scenarios. Besides this, leading companies have established robust distribution networks that ensure their products are readily available across different regions. This enables greater market penetration and access to breast pump products for a diverse range of consumers, regardless of their geographical location.

The report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Philips Avent
Pigeon Corporation
Medela AG

Ameda Inc

Hygeia Medical Group II

Recent Developments:

Madela AG collaborated with Sarah Wells, to introduce a noteworthy innovation to their range of breastfeeding solutions: the Allie sling bag. This new offering seamlessly integrates into Madela's existing Freestyle™ Hands-free Breast Pump collection. The Allie sling bag caters specifically to breastfeeding parents, providing them with a convenient and practical accessory.

Philips Avent unveiled its latest offering, the Avent Double Electric Breast Pump. This cutting-edge product introduces the innovative Natural Motion technology, redefining hands-free pumping for breastfeeding parents.

Ameda Inc. launched the 'Ameda Purely Yours Double Electric Breast Pump'. This innovative product boasts customizable suction strength and velocity, allowing every mother to discover the most suitable configuration for her needs. Furthermore, the pump offers the flexibility of battery-powered operation.

Key Questions Answered in This Report

1. What was the size of the global breast pump market in 2023?
2. What is the expected growth rate of the global breast pump market during 2024-2032?
3. What are the key factors driving the global breast pump market?
4. What has been the impact of COVID-19 on the global breast pump market?
5. What is the breakup of the global breast pump market based on the type?
6. What is the breakup of the global breast pump market based on the technology?
7. What is the breakup of the global breast pump market based on the application?
8. What are the key regions in the global breast pump market?
9. Who are the key players/companies in the global breast pump market?

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