

# India Breast Pump Market Opportunity, Price & Sales Outlook 2025

<https://marketpublishers.com/r/I65C7FEFFCAEN.html>

Date: August 2019

Pages: 90

Price: US\$ 1,500.00 (Single User License)

ID: I65C7FEFFCAEN

## Abstracts

Please note: extra shipping charges are applied when purchasing Hard Copy License depending on the location.

'India Breast Pump Market Opportunity, Price & Sales Outlook 2025' Report Highlights:

Indian Breast Pump Market Analysis

India Breast Pump Market Opportunity Assessment:

Indian Consumer Behavior Survey For Breast Pump Usage & Awareness

Commercially Available Breast Pumps & Price Analysis

Business Models for Indian Breast Pump Market : E-Commerce v/s Brick & Mortar

Indian Breast Pump Market Dynamics

Indian breast pump market is emerging as one of the rapidly growing market in the field of mechanical medicinal devices. Busy lifestyle of the modern working mothers creates a vital demand of special medical devices known as breast pumps. These devices are able to isolate and collect the breast milk and preserve the nutritive value of the milk. It enables the mother to collect the milk while they are working and then breast feeds the baby by using the stored milk in bottles. Breast pump is gaining popularity and emerge as one of the essential medical device.

According to recent survey done by Kuick Research, around 80% of the total working women are willing to use the breast pumps during lactating period due to work/job related commitments. The women of age more than 30 years, are more eager to use the breast pumps. It is also observed that most of the Indian mothers use the breast pumps because of the recommendation of Physician/gynecologist. The data obtained from Kuick Research survey clearly shows that the major hindrance for the breast pump market is the cultural mindset of the Indian population.

Further, in some breast related problems with Indian lactating mothers, these pump plays an essential role in order to overcome the medical/health related issues. Breast pumps are also able to stimulate the breast and increases the release of milk. As these problem of hormonal imbalance, invert nipple and undeveloped breast are increasing continuously, it will boost the sale of breast pumps in upcoming years.

At present, various types of breast pumps are available in the Indian market such as manual breast pump, electric breast pumps, battery operated breast pumps etc. The research work is continuously performing to reduce the size of breast pumps and make them portable. In the upcoming years, the light weight breast pumps with adjustable suction power will available in market, which will boost the demand of breast pumps and take it to the another level.

The awareness about the breast pump is also increasing day by day driven by seminars, conferences and programmes conducted by health and education institutes, which promote the breast pump and provide information to the peoples about the importance of the breast milk for the baby. All these awareness programs may generate demand of breast pumps among the working as well as non working women and will provide ample thrust to the Indian breast pumps market in future.

## Contents

### **1. INTRODUCTION TO BREAST PUMPS**

- 1.1 Overview
- 1.2 Historical Development

### **2. BREAST PUMPS CLASSIFICATION**

- 2.1 Personal Breast Pump
  - 2.1.1 Manual Breast Pump
  - 2.1.2 Electric Breast Pumps
  - 2.1.3 Battery Operated Breast Pumps
  - 2.1.4 Hands Free Breast Pumps
  - 2.1.5 Used Breast Pumps
- 2.2 Hospital Grade Breast Pump

### **3. NEED OF BREAST PUMPS**

- 3.1 Need of Breast Pumps for Mother
- 3.2 Need of Breast Pumps for Infants

### **4. ADVANTAGE OF BREAST PUMPS**

### **5. MECHANISM OF BREAST PUMPS**

- 5.1 Expression of Milk
- 5.2 Systems Of Breast Pump
- 5.3 Single & Double Breast Pumps

### **6. GLOBAL BREAST PUMP MARKET SCENARIO**

### **7. INDIAN BREAST PUMP MARKET ANALYSIS**

- 7.1 Market Overview
- 7.2 Breast Pump Market Opportunity Assessment
- 7.3 Consumer Behavior Survey For Breast Pump Usage & Awareness

### **8. INDIA - COMMERCIALLY AVAILABLE BREAST PUMPS & PRICE ANALYSIS**

- 8.1 Manual Breast Pumps
- 8.2 Electric Breast Pump
- 8.3 Battery Operated Breast Pumps
- 8.4 Hands Free Breast Pumps

## **9. INDIA - BUSINESS MODELS FOR BREAST PUMP MARKET**

- 9.1 Online Sale
- 9.2 Retail Outlets & Pharmacy
- 9.3 Hypermarkets/ Departmental Stores
- 9.4 Franchising The Breast Pumps

## **10. INDIAN BREAST PUMP MARKET - MOST FAVORABLE INDIAN STATES**

- 10.1 Based On Working Women Population
- 10.2 Based On Economy/ GDP
- 10.3 Based on Birth Rate
- 10.4 Based On Literacy Rate

## **11. INDIAN BREAST PUMP MARKET DYNAMICS**

- 11.1 Challenges of Indian Breast Pump Market
  - 11.1.1 Economical Challenges
  - 11.1.2 Practical Challenges
  - 11.1.3 Physiological Challenges
  - 11.1.4 Emotional Challenges
- 11.2 Indian Breast Pump Market Drivers
  - 11.2.1 Increasing Women Work Force
  - 11.2.2 Increasing Literacy Rate
  - 11.2.3 Technological Advancements
  - 11.2.4 High Safety & Efficacy
  - 11.2.5 Modern Lifestyle
  - 11.2.6 High Birth Rate

## **12. INDIAN BREAST PUMP MARKET FUTURE OUTLOOK**

## **13. COMPETITIVE LANDSCAPE**

- 13.1 Medela
- 13.2 Philips Avent
- 13.3 Haakaa USA
- 13.4 Spectra
- 13.5 Lasinoh
- 13.6 R for Rabbit
- 13.7 Trumom
- 13.8 Freemie

## List Of Figures

### LIST OF FIGURES

Figure 1-1: Historical Development of Breast Pumps

Figure 2-1: Breast Pump Classification

Figure 4-1: Advantages of Breast Pumps

Figure 5-1: Working of Breast Pumps

Figure 5-2: Systems of Breast Pumps

Figure 5-3: Single & Double Breast Pump

Figure 6-1: Global - Breast Pump Market Opportunity(US\$ Billion), 2019 & 2025

Figure 6-2: Global- Breast Pump Market Share by Technology, 2019

Figure 6-3: Asia Pacific Breast Pump Market (US\$ Million), 2019 & 2025

Figure 7-1: Indian Working-Age Women Employment Status, July'2019

Figure 7-2: Indian Working Woman Status vs. Global Status (%), July'2019

Figure 7-3 Birth Rate of India vs. Other Countries, July' 2019

Figure 7-4: India - Battery Operated Breast Pump Market Opportunity (US\$ Million), 2019 – 2025

Figure 7-5: India - Manual Breast Pump Market Opportunity (US\$ Million), 2019 -2025

Figure 7-6: India - Electric Breast Pump Market Opportunity (US\$ Million), 2019 - 2025

Figure 7-7: India - Breast Pump Market Opportunity (US\$ Million), 2019 – 2025

Figure 7-8: India - Breast Pump Awareness by Cities (%), 2019

Figure 7-9: India - Willingness to Use Breast Pump by Women Working In Private Sector/Jobs by Cities (%), 2019

Figure 7-10: India - Source/Recommendation for Breast Pump Usage (%), 2019

Figure 7-11: India - Factors Hindering the Usage of Breast Pump (%), 2019

Figure 7-12: India - Working Women Willingness to Use Breast Pump by Age Group (%), 2019

Figure 7-13: India - Willingness To Use Breast Pump by Working & Non-Working Women (%), 2019

Figure 7-14: India - Breast Pump Used v/s Not Used (%), 2019

Figure 7-15: India - Price Willing To Pay For Breast Pump (%), 2019

Figure 8-1: India-Average Price of Commercially Available Manual Breast Pumps (US\$ / INR), July'2019

Figure 8-2: India - Average Price of Medela Single & Double Electric Breast Pump (US\$/INR), July '2019

Figure 8-3: India - Average Price of Electric Breast Pumps (US\$/INR), July'2019

Figure 8-4: India-Average Price of Battery Operated Breast Pump (US\$/INR). July'2019

Figure 8-5: India- Average Price for Elvie Single & Double Breast Pump (US\$/INR),

July'2019

Figure 8-6: India-Average Price of Hands Free Breast Pumps by Brand(US\$/INR),  
July'2019

Figure 9-1: Factors Promoting Online Sale

Figure 9-2: India- Number of Internet Users (Million), 2018 & 2019

Figure 9-3: India- Internet Users in Urban & Rural Area, July'2019

Figure 9-4: India - Total Smartphone Users (Million), 2017, 2018 & 2022

Figure 9-5: India - Total Stores of Leading Chain Pharmacy, July'2019

Figure 9-6: India - Number of Departmental Stores, July'2019

Figure 9-7: Indian Franchising Market (US\$ Billion), 2012, 2018 & 2022

Figure 9-8: Indian - Franchise Market Segmentation, August'2019

Figure 10-1: India - States with Highest Women Workforce (%), August'2019

Figure 10-2: India - States with Lowest Women Workforce (%), August'2019

Figure 10-3: India - GDP of Top Five States (US\$ Billion), 2018-19

Figure 10-4: India - GDP per Capita of Top Five States (US\$), 2018-19

Figure 10-5: India- States with Highest Birth Rate, 2016

Figure 10-6: India- States with Lowest Birth Rate, 2016

Figure 10-7: India - States with Highest Literacy Rate (%), 2018

Figure 11-1: Challenges of Indian Breast Pump Market

Figure 11-2: Indian Breast Pump Market Drivers

## I would like to order

Product name: India Breast Pump Market Opportunity, Price & Sales Outlook 2025

Product link: <https://marketpublishers.com/r/l65C7FEFFCAEN.html>

Price: US\$ 1,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/l65C7FEFFCAEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970