

# 2018 Top 5 Nursing Bras Players in North America, Europe, Asia-Pacific, South America, Middle East and Africa

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## Abstracts

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A nursing bra is a specialized brassiere that provides additional support to women who are pregnant or lactating and permits comfortable breastfeeding without the need to remove the bra. This is accomplished by specially designed bra cups that include flaps which can be opened with one hand to expose the nipple. The flap is usually held closed with a simple clasp or hook.

The Nursing Bras industry concentration is not high; there are so many players in the world, and high-end products mainly from U.S. and Western European.

Global giant players mainly distributed in U.S. and E.U. The manufacturers in U.S. have a long history and unshakable status in this field. Manufacturers such as Bravado and Destination Maternity (Motherhood) have relative higher level of product's quality. As to Europe, Triumph has become as a global leader. In Germany, Anita leads the technology development. Most of Chinese manufactures locate in Jiangsu, Guangdong and Zhejiang province.

Many companies have several plants, usually locate in the place close to aimed consumption region.

The key consumption markets locate at developed and large new born population countries. China takes the market share of 25%, followed by Europe with 20.7%.

Companies in developing countries such as China and India, in contrast, put more effort on direct selling business. They can act as exports at the same time, and it is a common phenomenon in this industry. As they do not have that much international brand influence, their product quality is not good enough when comparing with leading companies, however, they have price advantage. They like to expand their market share in developing countries and low-end international market.

In the Nursing Bras market, there still has a distinct feature that the online sales rate of this industry is relatively high caused by the fact that the consumers are scattered and more and more used to shopping online.

Over the next five years, LPI(LP Information) projects that Nursing Bras will register a xx% CAGR in terms of revenue, reach US\$ 1100 million by 2023, from US\$ 1100 million in 2017.

This report studies the global market, especially in North America, Europe, Asia-Pacific, South America, Middle East and Africa, focuses on the top 5 players in each region, with sales, price, revenue and market share from 2013 to 2018, the top players:

Bravado

Destination Maternity (Motherhood)

Triumph

La Leche League

Anita

Medela

Cake Maternity

Leading Lady

Cantaloop

Rosemadame

Senshukai

INUJIRUSHI

Wacoal (Elomi)

Sweet Mommy

Mamaway

O.C.T. Mami

Happy House

Hubo

Embry

Aimer

Market Segment by Regions, this report splits Global into several key Regions, with sales, revenue, market share of top players in these regions, from 2013 to 2018 (forecast), like

North America (United States, Canada and Mexico)

Asia-Pacific (China, Japan, Southeast Asia, India and Korea)

Europe (Germany, UK, France, Italy and Russia etc.)

South America (Brazil, Chile, Peru and Argentina)

Middle East and Africa (Egypt, South Africa, Saudi Arabia)

Split by Product Types, with sales, revenue, price, market share of each type, can be divided into

Underwire Nursing Bras

Wireless Nursing Bras

Split by applications, this report focuses on sales, market share and growth rate in each application, can be divided into

Pregnant Women

Lactating Women

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