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Global Baby Nursing Pillow Market Growth 2025-2031

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Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

The global Baby Nursing Pillow market size is predicted to grow from US$ million in 2025 to US$ million in 2031; it is expected to grow at a CAGR of 5.2% from 2025 to 2031.

A baby nursing pillow, also known as a breastfeeding pillow or nursing support pillow, is a specially designed pillow that provides support and comfort to both the mother and baby during breastfeeding or bottle feeding sessions. It is specifically designed to help position the baby at the breast or bottle in a comfortable and ergonomic manner, making feeding easier and more enjoyable for both the mother and the baby.

According to World Bank statistics, the global birth rate in 2021 was about 1.7%. Although the population growth rate had slowed down, with the development of the world economy and the increase of per capita disposable income of residents, the spending power is growing. Therefore, there is still a large room for development in the baby products industry. Improving product quality and tapping the value of a single customer will become the drivers for the growth of the infant and child industry. Refinement and diversification are the core characteristics of the consumer demand. China has a large population base, and even if the population growth rate slows down, there will still be a demographic dividend. The State Council in 2022 proposes to 'Guide market players to produce safer and healthier domestic infant products'. According to the National Bureau of Statistics, China's birth rate in 2022 was 6.77%, and the birth population was 9.56 million. According to the results of the seventh national census in 2021, the number of infants and young children aged 0-6 in China reached 140 million, of which the number of infants and young children aged 3-6 exceeded 70 million. The huge population size has brewed a market demand with huge potential, and the children's consumption market has risen rapidly. Chinese families spend a lot on

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childcare, with the average cost of childcare ranking second in the world. The survey data released by China Research Center for Children's Industry shows that in 80% of families in China, children's expenditures account for 30% to 50% of household expenditures, and the average annual consumption of children in families is ?17,000 to 25,500. According to data from the Yuwa Population Research, the national average cost of raising a child (the cost of raising a child to the age of 18) is ?485,218. From the perspective of specific stages, the largest proportion is the cost of raising children aged 6-14, accounting for about 45%. The cost during pregnancy, the cost of childbirth and confinement, and the cost of raising babies aged 0-2 accounted for 2.06%, 2.09% and 13.33% separately.

LP Information, Inc. (LPI) ' newest research report, the “Baby Nursing Pillow Industry Forecast” looks at past sales and reviews total world Baby Nursing Pillow sales in 2024, providing a comprehensive analysis by region and market sector of projected Baby Nursing Pillow sales for 2025 through 2031. With Baby Nursing Pillow sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Baby Nursing Pillow industry.

This Insight Report provides a comprehensive analysis of the global Baby Nursing Pillow landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Baby Nursing Pillow portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Baby Nursing Pillow market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Baby Nursing Pillow and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Baby Nursing Pillow.

This report presents a comprehensive overview, market shares, and growth opportunities of Baby Nursing Pillow market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

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U Shape

C Shape

Waist Wrap Shape

Others

Segmentation by Application:

Offline

Online

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

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- Australia

Europe

- Germany
- France
- UK
- Italy
- Russia

Middle East & Africa

- Egypt
- South Africa
- Israel
- Turkey
- GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

- Bbhugme
- B?ABA
- B?b? au Lait
- BellaMoon

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Blessed Nest

Chicco

ClevaMama

Ergobaby

Feeding Friend

Fridababy

Hippychick

Humble-Bee

Infantino

Itzy Ritzy

Leachco

Luna Lullaby

My Brest Friend

Nook Sleep Systems

NuAngel

The Boppy Company

Thrupenny Bits

Twin Z Pillow

PharMeDoc

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Babymoov

COYUCHI

Momcozy

Key Questions Addressed in this Report

What is the 10-year outlook for the global Baby Nursing Pillow market?

What factors are driving Baby Nursing Pillow market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Baby Nursing Pillow market opportunities vary by end market size?

How does Baby Nursing Pillow break out by Type, by Application?

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