

Lactation Support Supplements Market Forecasts to 2030 – Global Analysis By Product Type (Capsules/Tablets, Powders, Liquids/Extracts and Other Product Types), Ingredient Type (Herbal/Botanical, Vitamins & Minerals, Omega Fatty Acids and Other Ingredient Types), Formulation, Distribution Channel, End User and By Geography

<https://marketpublishers.com/r/L6D70C4360CCEN.html>

Date: January 2025

Pages: 150

Price: US\$ 4,150.00 (Single User License)

ID: L6D70C4360CCEN

Abstracts

According to Statistics MRC, the Global Lactation Support Supplements Market is accounted for \$664.6 million in 2024 and is expected to reach \$1054.6 million by 2030 growing at a CAGR of 8.0% during the forecast period. Lactation support supplements are products designed to help breastfeeding mothers enhance milk production, improve milk quality, and support their overall well-being. These supplements typically contain natural ingredients like fenugreek, fennel, blessed thistle, or moringa, which are traditionally known as galactagogues substances that promote lactation. They may also include essential vitamins, minerals, and herbal extracts to address nutritional gaps and support postpartum recovery.

According to data from the U.S. National Health and Nutrition Examination Survey (NHANES), 64.4% of lactating women use dietary supplements, including multivitamins and minerals, to support their nutritional needs during breastfeeding.

Market Dynamics:

Driver:

Growing prevalence of lactation issues

The increasing prevalence of lactation challenges, such as low milk supply and delayed lactogenesis, is a significant driver for the market. Factors like maternal age, hormonal imbalances, and stress contribute to these issues, prompting mothers to seek effective solutions. Lactation support supplements provide a natural and accessible way to enhance milk production, addressing the needs of nursing mothers. This growing awareness and demand for breastfeeding support are fueling the market's expansion globally.

Restraint:

High cost of premium lactation supplements

The high cost of premium lactation support supplements is a significant restraint in the market, limiting accessibility for a broad range of consumers. Many premium supplements are formulated with high-quality, organic, or rare ingredients, driving up production costs and, subsequently, retail prices. For mothers in low- to middle-income segments, these products may be financially out of reach, reducing their adoption. Additionally, the availability of more affordable alternatives or natural home remedies further discourages consumers from investing in expensive premium options, slowing market growth in price-sensitive regions.

Opportunity:

Focus on personalized nutrition

The rising focus on personalized nutrition presents a significant opportunity for the market. Tailored lactation supplements address specific challenges faced by nursing mothers, such as low milk supply or mastitis. By incorporating traditional herbs and modern scientific formulations, these products cater to individual needs. The growing demand for customized health solutions aligns with this trend, driving innovation and fostering deeper consumer engagement in the lactation support segment.

Threat:

Potential side effects and allergic reactions

The market faces restraints due to potential side effects and allergic reactions associated with their use. Ingredients like fenugreek, fennel, or blessed thistle may

cause adverse effects such as gastrointestinal discomfort, diarrhea, or bloating in mothers or babies. Allergic reactions, though rare, can include skin rashes, swelling, or breathing difficulties. Additionally, variations in individual health conditions, medication interactions, and unregulated product quality may exacerbate risks. These concerns can deter consumers and healthcare professionals, limiting the market's growth despite the increasing demand for breastfeeding support products.

Covid-19 Impact:

The COVID-19 pandemic positively influenced the lactation support supplements market as more mothers turned to breastfeeding due to health concerns. Lockdowns increased reliance on e-commerce platforms for purchasing these products, while telehealth consultations facilitated healthcare professionals' recommendations. The heightened focus on maternal and infant health during the pandemic further boosted demand for effective lactation support solutions.

The capsules/tablets segment is expected to be the largest during the forecast period

The capsules/tablets segment is expected to dominate the market due to its convenience and precise dosing capabilities. These formulations mask the strong taste and smell of herbal ingredients, improving consumer acceptance. Additionally, their portability and ease of administration make them a preferred choice among nursing mothers seeking reliable lactation support solutions.

The organic segment is expected to have the highest CAGR during the forecast period

The organic segment is expected to grow at the highest CAGR due to increasing consumer preference for natural and chemical-free products. Organic lactation supplements are perceived as safer alternatives, aligning with trends toward holistic health and wellness. This segment's growth is further driven by rising awareness of sustainable practices and the benefits of organic ingredients for both mother and child.

Region with largest share:

The Asia Pacific region is anticipated to dominate the lactation support supplements market during the forecast period. This is due to its large population, high birth rates, and increasing awareness of maternal and infant health. Rising disposable incomes and urbanization have led to greater adoption of dietary supplements, including those targeting lactation. Additionally, traditional reliance on herbal remedies, coupled with

growing consumer preference for natural and organic products, boosts market growth.

Region with highest CAGR:

The Asia Pacific region is anticipated to exhibit the highest growth rate in the lactation support supplements market during the forecast period. This growth is driven by increasing awareness of maternal and infant health, rising breastfeeding rates, and a growing preference for natural and herbal products. Rapid urbanization, improving healthcare infrastructure, and higher disposable incomes further contribute to market expansion. Additionally, government initiatives promoting breastfeeding and the growing availability of lactation supplements through e-commerce platforms are boosting regional demand.

Key players in the market

Some of the key players in Lactation Support Supplements Market include Nestle S.A., New Chapter, Inc., Pink Stork, ACTIF USA, Anya Labs, Inc., Motherlove Herbal Company, Mommy Knows Best, Rumina Naturals, Inc., Mommy's Bliss, Inc., Fairhaven Health, LLC, Zenwise Health, Nature's Way Products, LLC, NutraMarks, Inc., Herbaland USA, UpSpring Baby, Earth Mama Organics and Boobie Bar.

Key Developments:

In April 2024, Mommy's Bliss, a premier wellness company that has been a leader in bringing innovative, high-quality products to families across the country announced the addition of Mommy's Bliss Lactation Hydration Drink Tablets to their Lactation Support Collection of products for moms.

In February 2024, Anya is due to receive a ?500,000 award from NHS England in February 2024, following a successful SBRI Healthcare Phase 1 pilot. This will be allocated to a groundbreaking SBRI Healthcare phase-2 initiative aimed at combating health inequalities in maternity care.

In April 2022, Fort Collins, CO—Motherlove Herbal Company is getting a refresh, with new product packaging that will debut in stores in the coming weeks. The new packaging reiterates Motherlove's values of supporting new and expecting moms through updated design to stand out on store shelves.

Product Types Covered:

Capsules/Tablets

Powders

Liquids/Extracts

Teas/Infusions

Other Product Types

Ingredient Types Covered:

Herbal/Botanical

Vitamins & Minerals

Omega Fatty Acids

Galactagogues

Other Ingredient Types

Formulation Covered:

Organic

Non-organic

Distribution Channels Covered:

Online Retail

Offline Retail

Direct Sales

End Users Covered:

Hospitals and Clinics

Individuals (Direct Consumption)

Healthcare Professionals

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2022, 2023, 2024, 2026, and 2030
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

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