

# **Europe Breast Pumps Market - By Product (Open system, Closed system), By Technology (Manual, Electric, Battery Powered), By Application (Personal use, Hospital grade), By Country, Competition Forecast & Opportunities, 2018-2028F**

<https://marketpublishers.com/r/E06CD8B7CCE3EN.html>

Date: November 2023

Pages: 188

Price: US\$ 4,000.00 (Single User License)

ID: E06CD8B7CCE3EN

## **Abstracts**

Europe Breast Pumps Market is anticipated to project impressive growth in the forecast period. The European breast pumps market is witnessing significant growth and transformation, reflecting the changing dynamics of women's healthcare, workforce participation, and evolving societal attitudes towards breastfeeding. Breast pumps have become indispensable tools for modern mothers, offering convenience, flexibility, and support for breastfeeding. The European breast pumps market has experienced robust growth in recent years, driven by various factors. The increasing number of working mothers seeking to balance their professional and maternal responsibilities has been a significant driver of demand for breast pumps. Moreover, growing awareness of the benefits of breastfeeding, such as its positive impact on infant health, has also contributed to the market's expansion.

Breast pump manufacturers are continuously innovating to offer mothers a more comfortable and efficient pumping experience. Technological advancements have led to the development of smart breast pumps, which can be connected to mobile apps for tracking and monitoring milk production. These devices are equipped with features like adjustable suction levels, massage modes, and quieter operation, making the process more comfortable for mothers. There is a growing emphasis on eco-friendly and sustainable breast pump options. Companies are developing pumps with fewer disposable parts, and some are even manufacturing them from sustainable materials. This trend aligns with the broader societal shift toward environmentally conscious consumer choices. The use of hospital-grade breast pumps is on the rise, especially

among mothers of premature or medically fragile infants. These pumps are known for their efficiency and effectiveness in establishing and maintaining a robust milk supply. The convenience of online shopping has driven many consumers to purchase breast pumps and related accessories online. Additionally, some manufacturers are adopting a direct-to-consumer model, offering their products directly to customers through their websites or online marketplaces.

## Key Market Drivers

### Rising Awareness and Importance of Breastfeeding is Driving Europe Breast Pumps Market

Breastfeeding is a natural and fundamental aspect of early child-rearing that has gained significant attention in Europe due to its numerous health benefits for both infants and mothers. As a result, the demand for breast pumps has been steadily rising in recent years, fueled by a growing awareness of the importance of breastfeeding. The Europe breast pumps market is experiencing a surge in growth as more women recognize the convenience and benefits of breast pumping, allowing them to provide breast milk to their infants even when separated.

Breast milk is often referred to as 'liquid gold' because of its numerous benefits for a baby's development and health. Breastfeeding offers a range of advantages, including essential nutrients, antibodies, and optimal nourishment that cannot be entirely replicated by formula. Breast milk supports the infant's immune system, helps protect against infections, and enhances cognitive development. Moreover, breastfeeding offers numerous benefits to the mother as well. It helps reduce the risk of postpartum depression, promotes bonding with the baby, and aids in post-pregnancy weight loss. Additionally, it reduces the mother's risk of certain health issues such as breast and ovarian cancer.

Despite the myriad advantages, many women face challenges when it comes to breastfeeding. These challenges often involve balancing work, social life, and personal needs with the demands of breastfeeding. Many working mothers find it difficult to maintain breastfeeding when they return to their jobs, as pumping breast milk becomes a necessity. This is where breast pumps come into play, making it possible for mothers to provide their infants with breast milk even when they are apart. Breast pumps have evolved significantly over the years. They are now more convenient, efficient, and user-friendly, making them an essential tool for mothers who wish to continue breastfeeding while dealing with other responsibilities. Electric and manual breast pumps allow women

to express and store breast milk for later use, whether it's for a babysitter, a caregiver, or for times when the mother cannot directly nurse the baby. The importance of breast pumps in supporting breastfeeding mothers has led to a booming market in Europe. The increased awareness of the significance of breastfeeding and the benefits it offers to both infants and mothers have driven this surge in demand for breast pumps.

Awareness campaigns, medical professionals, and healthcare organizations in Europe have played a significant role in promoting breastfeeding. These initiatives focus on educating women about the importance of breastfeeding and providing support and information to new mothers. As a result, more mothers are choosing to breastfeed, contributing to the growing demand for breast pumps.

#### Increasing Disposable Income:

Breast pumps have become essential tools for modern mothers seeking flexibility and convenience in feeding their infants. In Europe, the breast pumps market is experiencing remarkable growth, largely attributed to increasing disposable income and changing lifestyle patterns. In recent years, there has been a significant shift in how parents approach child-rearing. Modern parents are increasingly valuing convenience and flexibility when it comes to balancing their professional and personal lives. This shift in parenting attitudes has created a demand for products that can facilitate the breastfeeding process while allowing parents to remain engaged in their careers. With rising disposable incomes, parents are more willing to invest in breastfeeding accessories like breast pumps that offer the flexibility to store and provide breast milk, even when they are away from their infants. The ability to express milk at the workplace, during travel, or while maintaining other daily activities is seen as a crucial benefit, and parents are willing to spend more on high-quality breast pumps that meet their needs.

Research has consistently shown the numerous benefits of breastfeeding for both infants and mothers. Breast milk provides essential nutrients and antibodies, enhancing the baby's overall health and development. Furthermore, breastfeeding can help reduce the risk of certain diseases in mothers and strengthen the bond between mother and child. With increased disposable income, more parents are not only aware of these benefits but are also willing to invest in tools that support their breastfeeding goals. Breast pumps are seen as vital assets in achieving this, allowing mothers to maintain their breastfeeding routines even in challenging situations.

The breast pumps market in Europe has witnessed substantial innovation in recent years. Manufacturers are continually improving the efficiency, comfort, and portability of breast pumps. These technological advancements, coupled with increased disposable

income, have led to greater consumer acceptance and willingness to invest in premium breast pumps. Some of the latest developments include quieter and more discreet pumps, adjustable suction settings, and smart breast pumps that can be controlled via mobile apps. These advancements are reshaping the breastfeeding experience, making it more comfortable and accommodating for working mothers.

As the demand for breast pumps grows, the market has responded by offering a wider range of products catering to diverse needs and preferences. There are now single and double electric breast pumps, manual breast pumps, hospital-grade pumps, and wearable options, providing choices for every parent's unique circumstances. Increased disposable income has enabled parents to access a broad spectrum of options, allowing them to select the breast pump that best suits their lifestyle. Furthermore, e-commerce platforms and physical retail stores have made it easier for parents to access these products, increasing their availability and convenience. Several European countries have recognized the importance of breastfeeding and are implementing policies and initiatives to support working mothers. These include paid maternity leave, breastfeeding breaks, and the provision of private pumping spaces in workplaces. As disposable incomes rise, parents have more resources to invest in breast pumps and related accessories to take advantage of these supportive policies.

## Key Market Challenges

### Regulatory Hurdles

One of the primary challenges in the European breast pumps market is navigating the complex regulatory landscape. The European Union's diverse regulations, which vary from one country to another, pose a significant hurdle for manufacturers. Compliance with standards and regulations can be a time-consuming and expensive process, hindering market entry for smaller companies and limiting product innovation.

### Cost and Accessibility

The cost of breast pumps can be prohibitive for many mothers, leading to issues of accessibility. In some European countries, these devices are not fully covered by health insurance, making it difficult for low-income families to afford them. Addressing the cost issue is a significant challenge for both manufacturers and healthcare policymakers.

### Technological Advancements

The breast pumps market has witnessed significant technological advancements in recent years, including smart pumps that connect to mobile apps and wearable pumps that offer discreet, hands-free pumping. However, keeping up with the rapid pace of innovation can be a challenge for manufacturers, especially smaller ones, in a market that demands constant improvement and differentiation.

### Consumer Education

While awareness about the benefits of breastfeeding is on the rise, there is still a lack of comprehensive education regarding breast pumps and their proper use. Many mothers are unaware of the various types of pumps available or how to choose the one that best suits their needs. Manufacturers and healthcare professionals need to work together to educate and support mothers in their breastfeeding journey.

### Workplace Support

The ability for working mothers to continue breastfeeding is significantly impacted by the support they receive in the workplace. Europe's diverse employment landscape means that not all mothers have access to the necessary breaks and facilities for pumping breast milk. Employers and governments need to work together to create a supportive environment for nursing mothers.

### Stereotypes and Stigmas

Stereotypes and stigmas around breastfeeding can deter some women from using breast pumps. Negative perceptions about public breastfeeding and a lack of breastfeeding-friendly spaces can make it challenging for mothers to integrate pumping into their daily routines.

### Market Competition

The breast pumps market in Europe is highly competitive, with both established and emerging players vying for market share. This competition can drive innovation but also result in challenges related to market saturation, pricing pressure, and customer loyalty.

### Key Market Trends

#### Growing Demand for Electric Breast Pumps

Electric breast pumps are gaining prominence in the European market due to their efficiency and ease of use. These pumps offer multiple speed and suction settings, enabling mothers to customize their pumping experience according to their comfort and needs. Furthermore, the convenience of electric breast pumps allows mothers to express milk quickly and efficiently, making them a preferred choice for busy, working mothers.

### Smart Breast Pumps on the Rise

The integration of technology with breast pumps has given rise to the development of smart breast pumps. These devices are equipped with Bluetooth connectivity and mobile apps, providing mothers with real-time tracking of milk expression, pumping patterns, and even remote control of the pump. The ability to monitor and analyze pumping sessions helps mothers manage their lactation journey better and makes smart breast pumps a valuable tool for modern parents.

### Increasing Focus on Comfort and Portability

Manufacturers are paying greater attention to the comfort and portability of breast pumps. Innovations like soft, silicone breast shields, and compact, lightweight designs are making it more convenient for mothers to express milk both at home and on the go. Portability is particularly important for working mothers, allowing them to maintain their breastfeeding routines even when away from home.

### Sustainable and Environment-Friendly Options

Sustainability is a growing concern among consumers, and this trend is reflected in the breast pump market as well. Many manufacturers are now offering eco-friendly breast pump options, using materials that are safe for both mother and baby. Additionally, there is an increased focus on designing breast pumps that are easy to clean and maintain, reducing the overall environmental impact.

### Hospital-Grade Breast Pumps for Home Use

Hospital-grade breast pumps, which were primarily used in clinical settings, are now becoming popular for home use. These pumps are highly efficient and mimic a baby's natural sucking pattern, making them suitable for mothers facing lactation challenges. Their availability for home use is transforming the way mothers manage their breastfeeding journey.



## Insurance Coverage and Support

In many European countries, there is a growing awareness of the importance of breastfeeding, and this is reflected in the insurance policies that cover breast pump costs. Many insurance companies now offer coverage for breast pumps, making them more accessible to a wider audience.

## Online Retail and Direct-to-Consumer Sales

The rise of e-commerce has revolutionized the way breast pumps are distributed. Many mothers now prefer to shop for breast pumps online, benefiting from a wider range of options and often more competitive prices. Additionally, some manufacturers have adopted direct-to-consumer sales models, allowing them to engage with their customers more effectively and provide better support and services.

## Segmental Insights

### Product Insights

Based on the category of Product, the Closed system category had the highest share of revenue in 2022. Closed system breast pumps are designed to provide a more sanitary and efficient pumping experience for mothers. In these devices, a physical barrier, usually in the form of a diaphragm, separates the breast milk from the pump's motor and tubing. This barrier prevents milk from entering the pump's tubing, making it impossible for contaminants to backflow into the breast milk, ensuring hygiene and safety.

Closed system breast pumps are prized for their ability to maintain a sterile environment. This is crucial because breast milk is highly susceptible to contamination. The sealed design prevents mold, bacteria, or viruses from entering the milk, assuring that it remains safe for the baby's consumption. Since closed system breast pumps protect the motor from coming into contact with breast milk, they tend to have a longer life span. This not only saves mothers money but also reduces waste as fewer pumps need to be replaced. Closed system pumps tend to offer more consistent suction, making pumping more efficient. This helps mothers' express milk faster, saving them valuable time. These pumps are generally easier to clean and maintain due to their closed-off design. There are fewer parts to clean, and the risk of milk residue buildup is minimal. Closed system breast pumps can be easily shared between mothers, given

that the milk never comes into contact with the pump's internal components. This makes them popular in settings like hospitals or among families who share breastfeeding duties.

## Technology Insights

Based on the category of Technology, the Electric category secured the largest share of revenue in 2022. The introduction of electric breast pumps revolutionized the industry by providing mothers with a more efficient and convenient solution. These pumps are powered by electricity and use a motorized system to extract milk from the breast, reducing the effort and time required for the process. Electric breast pumps are available in a variety of models, including single and double pumps, to suit the needs of different mothers.

Electric breast pumps are known for their efficiency. They can express milk quickly and effectively, which is particularly beneficial for working mothers or those with busy schedules. The ability to pump milk faster allows mothers to maintain their milk supply and ensures their babies receive the best nutrition. Electric breast pumps are designed with various features to ensure comfort during use. They often include adjustable suction settings and soft, silicone breast shields that mimic a baby's natural sucking motion. This comfort factor encourages mothers to continue breastfeeding for an extended period. Electric breast pumps offer flexibility in terms of pumping settings and styles. Mothers can easily adjust the speed and suction strength to match their comfort level and milk flow. The ability to customize these settings is a significant advantage. Many electric breast pumps are now designed to be more portable and lightweight. Some models can run on batteries or be powered via USB, making them suitable for on-the-go mothers who need to express milk outside the home. Modern electric breast pumps often come with smart features, such as Bluetooth connectivity and smartphone apps. These tech-savvy pumps allow mothers to track their pumping sessions, monitor milk supply, and set reminders, enhancing the overall user experience. Electric breast pumps are generally easier to clean and maintain. They have fewer parts, making it simpler to keep them in pristine condition and reduce the risk of contamination.

## Regional Insights

In 2022, the United Kingdom (UK) held the largest market share in terms of revenue. The United Kingdom has been home to several renowned manufacturers of breast pumps. These companies have gained recognition for their commitment to quality, innovation, and customer satisfaction. Notable brands such as Medela UK, Tommee



Tippee, and Ardo Medical have introduced cutting-edge technology and ergonomic designs, which have garnered them a significant share of the European market. The continuous innovation and development of new products have allowed these manufacturers to stay ahead of the competition. The UK benefits from a regulatory framework that promotes the safety and quality of breast pumps. The Medicines and Healthcare products Regulatory Agency (MHRA) ensures that all breast pumps available in the market meet stringent safety and quality standards. This trust in the regulatory environment has given consumers' confidence in the products, boosting sales and market growth. The National Health Service (NHS) in the United Kingdom has played a crucial role in promoting breastfeeding and supporting nursing mothers. Breast pumps are often recommended by healthcare professionals and, in some cases, provided free of charge to mothers. This has increased awareness and usage of breast pumps in the country, further contributing to the market's growth. The United Kingdom has witnessed an increase in breastfeeding rates in recent years. With more mothers choosing to breastfeed, the demand for breast pumps has naturally grown. This trend is likely to continue as awareness about the benefits of breastfeeding spreads, driving the market further.

### Key Market Players

Koninklijke Philips N.V.

Pigeon Corporation

Chiaro Technology Limited

Ardo Medical Ltd.

Ameda (Magento, Inc.)

Medela AG

Albert Corporation

Mayborn Group Limited

### Report Scope:

In this report, the Europe Breast Pumps Market has been segmented into the following

*Europe Breast Pumps Market - By Product (Open system, Closed system), By Technology (Manual, Electric, Battery...*

categories, in addition to the industry trends which have also been detailed below:

Europe Breast Pumps Market, By Product:

Open system

Closed system

Europe Breast Pumps Market, By Technology:

Manual

Electric

Battery Powered

Europe Breast Pumps Market, By Application:

Personal use

Hospital grade

Europe Breast Pumps Market, By Country:

Germany

Italy

United Kingdom

France

Spain

Greece

Portugal

Bulgaria

Finland

Croatia

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Europe Breast Pumps Market.

## Available Customizations:

Europe Breast Pumps market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## Company Information

Detailed analysis and profiling of additional market players (up to five).

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