

Lactation Support Supplements Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, 2028 By Ingredient Type (Fenugreek, Moringa, Milk thistle, Fennel, Oatmeal, and Others), By Formulation (Capsules/Tablets, Powder, Liquid, and Others), By Sales Channel (Online Sales Channel, Direct Sales Channel, Pharmacies/Drug Stores, and Other Offline Channels), and By Region, Competition

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Abstracts

Lactation supplements are a type of galactagogue, that are designed to support milk production in breastfeeding mothers. They often contain a combination of herbs, vitamins, and minerals that are believed to promote lactation. Fenugreek, moringa, goat's rue, shatavari, fennel, blessed thistle, brewer's yeast, and others are some of the active ingredients which are used in producing lactation support supplements. Several advantages associated with the consumption of lactation support supplements include increase in milk production, convenient breastfeeding with intake of sufficient nutrients, reduction in stress and anxiety, and improvement in milk quality. The United States of America, Asia, Europe, and Canada are some of the highest consumer countries of lactation support supplements across the world due to the increasing prevalence of breastfeeding issues. Due to several health problems, the prevalence of breastfeeding related issues is increasing gradually in various parts of the world. The availability of supplements which are helpful in improving the lactation of unhealthy mothers are expected to register a lucrative growth to the global lactation support supplements market during the forecast period. Moreover, increase in awareness and acceptance of breastfeeding in providing adequate nutrients to infants are also expected to propel the growth of the global lactation support supplements market in the

coming years. The rising adoption of advanced technologies by manufacturers of lactation support supplements to improve the quality and performance of these products is also expected to drive the growth of the global lactation support supplements market during the forecast period. Furthermore, the availability of a wide range of lactation support supplements in various forms is expected to drive the growth of the global lactation support supplements market during the forecast period.

Increasing Awareness and Acceptance of Breastfeeding

Breastfeeding is widely recognized as the optimal way to nourish infants, providing essential nutrients and immune factors that promote infant health and development. The acceptance of breastfeeding as the preferred method of infant feeding has been a major driver of the global lactation support supplements market. Health benefits associated with breastfeeding, support from healthcare providers, cultural and social norms, workplace and family support, physical and emotional challenges, personal beliefs, and values of mother are some of the leading factors which are influencing the maternal decision of breastfeeding. According to the statistics provided on infant feeding in 2020, it was observed that around 63% of infants in Bangladesh were exclusively breastfed during first 6 months of birth followed by 50% of infants in Mongolia, 62% of infants in Papua New Guinea, and so on. The increasing adoption of breastfeeding by mothers starting from the early age of their child is further expected to propel the growth of the market during the forecast period.

Growing Prevalence of Breastfeeding Related Issues

Breastfeeding is an important aspect of infant and maternal health. However, various challenges such as low milk supply, difficulty with latch and positioning, lactational mastitis, and engorgement that are faced by women while breastfeeding can lead to the premature termination of breastfeeding or reduced breastfeeding duration. To overcome these problems, there has been an evident increase in the demand for lactation support supplements which are helpful in the enhancement of lactation. According to the data presented by Egyptian Journal of Healthcare in 2022, breast engorgement emerged as one of the most common discomforts affecting 65%-75% of lactating women across the world and affecting across 82% women in Egypt. The growing production of precautionary supplements which are helpful in the treatment of various breast-related discomforts are also expected to propel the growth of the global lactation support supplements market during the forecast period.

Technological Advancements

The growing adaptation of advanced technologies by manufacturers to produce innovative lactation enhancing supplements is expected to drive the growth of the global lactation support supplements market during the forecast period. For instance, some companies have developed supplements that use nanotechnology to increase the bioavailability of the active ingredients, leading to better absorption and efficacy. Moreover, with the advent of online platforms, it has become easier for lactating mothers to access information about lactation support supplements. They can read product reviews, compare prices, and make purchases from the comfort of their homes. Online platforms have also enabled manufacturers to reach a wider audience, leading to increased sales. Digital marketing has made it easier for lactation support supplement manufacturers to promote their products to potential customers. They can use social media platforms, search engine optimization, and other digital marketing techniques to reach their target audience and raise awareness about the benefits of their products. Furthermore, technological advancements have also led to improvements in research and development, allowing manufacturers to better understand the needs of lactating mothers and develop products that meet those needs. This has led to the development of supplements with improved formulations and enhanced benefits.

Availability of Lactation Support Supplements in Various Forms

The availability of lactation support supplements in various forms is indeed one of the significant drivers of the global lactation support supplements market. Lactation support supplements can be obtained in various forms from the market such as capsules, tablets, tea, powder, and even cookies, which makes them accessible to a broader range of breastfeeding women. Capsules or tablets is the most common form of lactation support supplement consumed by many breastfeeding women across the world. Furthermore, these formulations are made with a precise dose that can be administered by breastfeeding women to get better results and reduce the chances of overdose and side effects associated with it. Another prevailing form of lactation support supplement which is consumed more often by breastfeeding women is liquid formulation. Factors which are promoting the growth of the liquid supplements in the market is the availability of various flavored products which can mask the taste and pungent smell of ingredients used in making supplements. These products are easy to administer and have high concentrations of active ingredients that aid in boosting the milk supply in lactating women. Moreover, the emerging varieties of lactation support supplements with every passing year due to the adoption of various technologies are expected to fuel the growth of the global lactation support supplements market during the forecast period.

Market Segmentation

The global lactation support supplements market is segmented based on ingredient type, formulation, sales channel, company, and region. In terms of ingredient type, the market is categorized into fenugreek, moringa, milk thistle, fennel, oatmeal, and others. Based on formulation, the market is fragmented into capsules/tablets, powder, liquid, and others. Based on sales, the market is segmented into online sales channels, direct sales channel, pharmacies/drug stores, and other offline channels.

Market Players

Pink Stork, New Chapter Inc., Mommy's Bliss Inc., Nestle S.A., Motherlove Herbal Company, Mommy Knows Best, Rumina Naturals Inc., Pure Co. Ltd., Glycom A/S, and Fairhaven Health, L.L.C. are some of the market players in the global lactation support supplements market.

Report Scope:

In this report, the global lactation support supplements market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

Lactation Support Supplements Market, By Ingredient Type:

Fenugreek

Moringa

Milk thistle

Fennel

Oatmeal

Others

Lactation Support Supplements Market, By Formulation:

Capsules/Tablets

Powder

Liquid

Others

Lactation Support Supplements Market, By Sales Channel:

Online Sales Channel

Direct Sales Channel

Pharmacies/Drug Stores

Other Offline Channels

Lactation Support Supplements Market, By region:

North America

United States

Canada

Mexico

Asia-Pacific

China

India

South Korea

Australia

Japan

Europe

Germany

France

United Kingdom

Spain

Italy

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global lactation support supplements market

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the

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report:

Company Information

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

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