

# **Breastfeeding Accessories Market Size, Trends, Analysis, and Outlook By Product (Nipple Care Products, Breast Shells, Breast Pads, Breastmilk Preparation & Cleaning Products, Breastmilk Storage & Feeding, Perineal Cooling Pads, Breast Heating Pads, Breast Cooling Pads, Baby Weighing Scales, Maternity/Nursing Bras, Nursing Tank Tops, Lactation Massager, Breast Pump Carry/Tote Bags, Postpartum Recovery Accessories), by Region, Country, Segment, and Companies, 2024-2030**

<https://marketpublishers.com/r/B98235383032EN.html>

Date: March 2024

Pages: 190

Price: US\$ 3,980.00 (Single User License)

ID: B98235383032EN

## **Abstracts**

The global Breastfeeding Accessories market size is poised to register 6.26% growth from 2024 to 2030, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Breastfeeding Accessories market across By Product (Nipple Care Products, Breast Shells, Breast Pads, Breastmilk Preparation & Cleaning Products, Breastmilk Storage & Feeding, Perineal Cooling Pads, Breast Heating Pads, Breast Cooling Pads, Baby Weighing Scales, Maternity/Nursing Bras, Nursing Tank Tops, Lactation Massager, Breast Pump Carry/Tote Bags, Postpartum Recovery Accessories).

The Breastfeeding Accessories Market is experiencing significant growth and consumer demand in 2024 and beyond, driven by the increasing awareness of breastfeeding benefits, the rising breastfeeding initiation rates, and the growing availability of breastfeeding support services, lactation aids, and maternal-infant health products designed to promote successful breastfeeding experiences, overcome breastfeeding

challenges, and enhance maternal-infant bonding in breastfeeding families worldwide. Breastfeeding accessories encompass a wide range of products, including breast pumps, nursing bras, nipple shields, breast pads, milk storage bags, and breastfeeding pillows, designed to facilitate breastfeeding initiation, establish milk supply, and maintain breastfeeding duration and exclusivity in mothers and infants facing breastfeeding difficulties, maternal health concerns, or lifestyle constraints. Key trends include the development of innovative breastfeeding technologies, wearable breast pumps, smart breastfeeding monitors, and digital lactation support platforms that empower breastfeeding mothers with real-time feedback, personalized coaching, and remote lactation consultation services, as well as the expansion of breastfeeding-friendly workplace policies, community support programs, and public health initiatives to promote breastfeeding as a cultural norm, social norm, and public health priority that benefits mothers, infants, families, and society as a whole. Additionally, there is a growing emphasis on breastfeeding education, lactation counseling, and peer support networks to address breastfeeding disparities, improve breastfeeding knowledge, and reduce breastfeeding barriers among diverse populations, including low-income families, minority communities, and underserved regions with limited access to breastfeeding resources and maternal-infant healthcare services. Moreover, collaborative partnerships between breastfeeding advocacy groups, healthcare providers, and maternal-infant health organizations are essential for advancing breastfeeding promotion efforts, raising public awareness, and implementing evidence-based breastfeeding support strategies that empower mothers, families, and communities to achieve breastfeeding success and optimal infant nutrition outcomes worldwide.

## Breastfeeding Accessories Market Drivers, Trends, Opportunities, and Growth Opportunities

This comprehensive study discusses the latest trends and the most pressing challenges for industry players and investors. The Breastfeeding Accessories market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Breastfeeding Accessories survey report provides the market size outlook across types, applications, and other segments across the world and regions. It provides data-driven insights and actionable recommendations for companies in the Breastfeeding Accessories industry.

## Key market trends defining the global Breastfeeding Accessories demand in 2024 and Beyond

The industry continues to remain an attractive hub for opportunities for both domestic and global vendors. As the market evolves, factors such as emerging market dynamics, demand from end-user sectors, a growing patient base, changes in consumption patterns, and widening distribution channels continue to play a major role.

## Breastfeeding Accessories Market Segmentation- Industry Share, Market Size, and Outlook to 2030

The Breastfeeding Accessories industry comprises a wide range of segments and sub-segments. The rising demand for these product types and applications is supporting companies to increase their investment levels across niche segments. Accordingly, leading companies plan to generate a large share of their future revenue growth from expansion into these niche segments. The report presents the market size outlook across segments to support Breastfeeding Accessories companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

Key strategies adopted by companies within the Breastfeeding Accessories industry

Leading Breastfeeding Accessories companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions in key regions. Further, companies are leveraging advanced technologies to unlock opportunities and achieve operational excellence. The report provides key strategies opted for by the top 10 Breastfeeding Accessories companies.

## Breastfeeding Accessories Market Study- Strategic Analysis Review

The Breastfeeding Accessories market research report dives deep into the qualitative factors shaping the market, empowering you to make informed decisions-

**Industry Dynamics:** Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.

**Strategic Insights:** Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.

**Internal Strengths and Weaknesses:** Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.

Future Possibilities: Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic changes.

### Breastfeeding Accessories Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Breastfeeding Accessories industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. Further, with actual data for 2023, the report forecasts the market size outlook from 2024 to 2030 in three case scenarios- low case, reference case, and high case scenarios.

### Breastfeeding Accessories Country Analysis and Revenue Outlook to 2030

The report analyses 22 countries worldwide including the key driving forces and market size outlook from 2021 to 2030. In addition, region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America is included in the study. For each of the six regions, the market size outlook by segments is forecast for 2030.

### North America Breastfeeding Accessories Market Size Outlook- Companies plan for focused investments in a changing environment

The US continues to remain the market leader in North America, driven by a large consumer base, the presence of well-established providers, and a strong end-user industry demand. Leading companies focus on new product launches in the changing environment. The US economy is expected to grow in 2024 (around 2.2% growth in 2024), potentially driving demand for various Breastfeeding Accessories market segments. Similarly, Strong end-user demand is encouraging Canadian Breastfeeding Accessories companies to invest in niche segments. Further, as Mexico continues to strengthen its trade relations and invest in technological advancements, the Mexico Breastfeeding Accessories market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

### Europe Breastfeeding Accessories Market Size Outlook-Companies investing in assessing consumers, categories, competitors, and capabilities

The German industry remains the major market for companies in the European Breastfeeding Accessories industry with consumers in Germany, France, the UK, Spain,

Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of businesses in identifying and leveraging new growth prospects positions the European Breastfeeding Accessories market for an upward trajectory, fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and a keen understanding of consumer preferences.

**Asia Pacific Breastfeeding Accessories Market Size Outlook-** an attractive hub for opportunities for both local and global companies

The increasing prevalence of indications, robust healthcare expenditure, and increasing investments in healthcare infrastructure drive the demand for Breastfeeding Accessories in Asia Pacific. In particular, China, India, and South East Asian Breastfeeding Accessories markets present a compelling outlook for 2030, acting as a magnet for both domestic and multinational manufacturers seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major markets in the region.

**Latin America Breastfeeding Accessories Market Size Outlook-** Continued urbanization and rising income levels

Rising income levels contribute to greater purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

**Middle East and Africa Breastfeeding Accessories Market Size Outlook-** continues its upward trajectory across segments

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Breastfeeding Accessories market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for Breastfeeding Accessories.

## Breastfeeding Accessories Market Company Profiles

The global Breastfeeding Accessories market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. Leading companies included in the study are Ameda Inc, Chiaro Technology Ltd, Koninklijke Philips N.V., Lavie Mom, Mayborn Group Ltd, Medela AG, Motif Medical, Pigeon Corp, Spectra Baby, Willow Innovations Inc

## Recent Breastfeeding Accessories Market Developments

The global Breastfeeding Accessories market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

## Breastfeeding Accessories Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2030 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

## Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

## Case Scenarios- Low, Base, High

Market Segmentation:

By Product

Nipple Care Products

Breast Shells

Breast Pads

Breastmilk Preparation & Cleaning Products

Breastmilk Storage & Feeding

-Coolers

-Others

Perineal Cooling Pads

Breast Heating Pads

Breast Cooling Pads

Baby Weighing Scales

Maternity/Nursing Bras

Nursing Tank Tops

Lactation Massager

Breast Pump Carry/Tote Bags

Postpartum Recovery Accessories

-Disposable Gowns

-Nursing Pillow

-Others

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

Ameda Inc

Chiaro Technology Ltd

Koninklijke Philips N.V.

Lavie Mom

Mayborn Group Ltd

Medela AG

Motif Medical

Pigeon Corp

Spectra Baby



Willow Innovations Inc

Formats Available: Excel, PDF, and PPT

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-Coolers  
-Others  
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