

Nipple Shields Market Size, Trends, Analysis, and Outlook By Type (Regular Nipple Shield, Contact Nipple Shield), By Size (16 mm, 21 mm, 24 mm, Others), By End-user (Hospitals, Outpatient Facilities, Home Care), by Region, Country, Segment, and Companies, 2024-2030

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Abstracts

The global Nipple Shields market size is poised to register 6.87% growth from 2024 to 2030, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Nipple Shields market across By Type (Regular Nipple Shield, Contact Nipple Shield), By Size (16 mm, 21 mm, 24 mm, Others), By End-user (Hospitals, Outpatient Facilities, Home Care).

The Nipple Shields market is witnessing steady growth driven by the increasing awareness about breastfeeding benefits, rising breastfeeding challenges among mothers, and innovations in nipple shield designs and materials. Nipple shields are breastfeeding aids designed to assist mothers with various nursing difficulties, including inverted nipples, sore nipples, latch issues, and premature infant feeding. Key drivers of market growth include the growing emphasis on breastfeeding promotion and support initiatives, the rising prevalence of breastfeeding-related complications such as nipple pain and engorgement, and the availability of silicone-based, hypoallergenic nipple shields with ergonomic designs for enhanced comfort and usability. Additionally, the expanding product portfolios of leading manufacturers, educational campaigns on proper nipple shield usage and breastfeeding techniques, and the integration of lactation support services in healthcare facilities are driving market expansion. Moreover, the increasing demand for breastfeeding accessories and complementary products, along with the rising adoption of nipple shields in neonatal intensive care units

(NICUs) and maternity wards, is fueling market growth. Furthermore, strategic partnerships between breastfeeding advocacy groups, healthcare organizations, and infant feeding product manufacturers are driving awareness initiatives and fostering market competitiveness in the foreseeable future.

Nipple Shields 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 Nipple Shields market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Nipple Shields 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 Nipple Shields industry.

Key market trends defining the global Nipple Shields 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.

Nipple Shields Market Segmentation- Industry Share, Market Size, and Outlook to 2030

The Nipple Shields 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 Nipple Shields companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

Key strategies adopted by companies within the Nipple Shields industry

Leading Nipple Shields 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 Nipple Shields companies.

Nipple Shields Market Study- Strategic Analysis Review

The Nipple Shields 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.

Nipple Shields Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Nipple Shields 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.

Nipple Shields 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 Nipple Shields 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 Nipple Shields market segments. Similarly, Strong end-user demand is encouraging Canadian Nipple Shields companies to invest in niche segments. Further, as Mexico continues to strengthen its trade relations and invest in technological advancements, the Mexico Nipple Shields market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

Europe Nipple Shields Market Size Outlook-Companies investing in assessing consumers, categories, competitors, and capabilities

The German industry remains the major market for companies in the European Nipple Shields 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 Nipple Shields 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 Nipple Shields 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 Nipple Shields in Asia Pacific. In particular, China, India, and South East Asian Nipple Shields 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 Nipple Shields 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 Nipple Shields 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 Nipple Shields market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for Nipple Shields.

Nipple Shields Market Company Profiles

The global Nipple Shields 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, Chicco, Edgewell Personal Care, Koninklijke Philips N.V., Lansinoh Laboratories Inc, Mayborn Group, Medela, Newell Brands, Nuby, Pigeon Corp

Recent Nipple Shields Market Developments

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

Nipple Shields 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 Type

Regular Nipple Shield

Contact Nipple Shield

By Size

16 mm

21 mm

24 mm

Others

By End-user

Hospitals

Outpatient Facilities

Home Care

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

Ameda

Chicco

Edgewell Personal Care

Koninklijke Philips N.V.

Lansinoh Laboratories Inc

Mayborn Group

Medela

Newell Brands

Nuby

Pigeon Corp

Formats Available: Excel, PDF, and PPT

Contents

1. EXECUTIVE SUMMARY

- 1.1 Nipple Shields Market Overview and Key Findings, 2024
- 1.2 Nipple Shields Market Size and Growth Outlook, 2021- 2030
- 1.3 Nipple Shields Market Growth Opportunities to 2030
- 1.4 Key Nipple Shields Market Trends and Challenges
 - 1.4.1 Nipple Shields Market Drivers and Trends
 - 1.4.2 Nipple Shields Market Challenges
- 1.5 Competitive Landscape and Key Players
- 1.6 Competitive Analysis- Growth Strategies Adopted by Leading Nipple Shields Companies

2. NIPPLE SHIELDS MARKET SIZE OUTLOOK TO 2030

- 2.1 Nipple Shields Market Size Outlook, USD Million, 2021- 2030
- 2.2 Nipple Shields Incremental Market Growth Outlook, %, 2021- 2030
- 2.3 Segment Snapshot, 2024

3. NIPPLE SHIELDS MARKET- STRATEGIC ANALYSIS REVIEW

- 3.1 Porter's Five Forces Analysis
 - * Threat of New Entrants
 - * Threat of Substitutes
 - * Intensity of Competitive Rivalry
 - * Bargaining Power of Buyers
 - * Bargaining Power of Suppliers
- 3.2 Value Chain Analysis
- 3.3 SWOT Analysis

4. NIPPLE SHIELDS MARKET SEGMENTATION ANALYSIS AND OUTLOOK

- 4.1 Market Segmentation and Scope
- 4.2 Market Breakdown by Type, Application, and Other Segments, 2021-2030
 - By Type
 - Regular Nipple Shield
 - Contact Nipple Shield
 - By Size

16 MM

21 MM

24 MM

Others

By End-user

Hospitals

Outpatient Facilities

Home Care

4.3 Growth Prospects and Niche Opportunities, 2023- 2030

4.4 Regional comparison of Market Growth, CAGR, 2023-2030

5. REGION-WISE MARKET OUTLOOK TO 2030

5.1 Key Findings for Asia Pacific Nipple Shields Market, 2025

5.2 Asia Pacific Nipple Shields Market Size Outlook by Type, 2021- 2030

5.3 Asia Pacific Nipple Shields Market Size Outlook by Application, 2021- 2030

5.4 Key Findings for Europe Nipple Shields Market, 2025

5.5 Europe Nipple Shields Market Size Outlook by Type, 2021- 2030

5.6 Europe Nipple Shields Market Size Outlook by Application, 2021- 2030

5.7 Key Findings for North America Nipple Shields Market, 2025

5.8 North America Nipple Shields Market Size Outlook by Type, 2021- 2030

5.9 North America Nipple Shields Market Size Outlook by Application, 2021- 2030

5.10 Key Findings for South America Nipple Shields Market, 2025

5.11 South America Pacific Nipple Shields Market Size Outlook by Type, 2021- 2030

5.12 South America Nipple Shields Market Size Outlook by Application, 2021- 2030

5.13 Key Findings for Middle East and Africa Nipple Shields Market, 2025

5.14 Middle East Africa Nipple Shields Market Size Outlook by Type, 2021- 2030

5.15 Middle East Africa Nipple Shields Market Size Outlook by Application, 2021- 2030

6. COUNTRY-WISE MARKET SIZE OUTLOOK TO 2030

6.1 US Nipple Shields Market Size Outlook and Revenue Growth Forecasts

6.2 US Nipple Shields Industry Drivers and Opportunities

6.3 Canada Market Size Outlook and Revenue Growth Forecasts

6.4 Canada Nipple Shields Industry Drivers and Opportunities

- 6.6 Mexico Market Size Outlook and Revenue Growth Forecasts
- 6.6 Mexico Nipple Shields Industry Drivers and Opportunities
- 6.7 Germany Market Size Outlook and Revenue Growth Forecasts
- 6.8 Germany Nipple Shields Industry Drivers and Opportunities
- 6.9 France Market Size Outlook and Revenue Growth Forecasts
- 6.10 France Nipple Shields Industry Drivers and Opportunities
- 6.11 UK Market Size Outlook and Revenue Growth Forecasts
- 6.12 UK Nipple Shields Industry Drivers and Opportunities
- 6.13 Spain Market Size Outlook and Revenue Growth Forecasts
- 6.14 Spain Nipple Shields Industry Drivers and Opportunities
- 6.16 Italy Market Size Outlook and Revenue Growth Forecasts
- 6.16 Italy Nipple Shields Industry Drivers and Opportunities
- 6.17 Rest of Europe Market Size Outlook and Revenue Growth Forecasts
- 6.18 Rest of Europe Nipple Shields Industry Drivers and Opportunities
- 6.19 China Market Size Outlook and Revenue Growth Forecasts
- 6.20 China Nipple Shields Industry Drivers and Opportunities
- 6.21 India Market Size Outlook and Revenue Growth Forecasts
- 6.22 India Nipple Shields Industry Drivers and Opportunities
- 6.23 Japan Market Size Outlook and Revenue Growth Forecasts
- 6.24 Japan Nipple Shields Industry Drivers and Opportunities
- 6.26 South Korea Market Size Outlook and Revenue Growth Forecasts
- 6.26 South Korea Nipple Shields Industry Drivers and Opportunities
- 6.27 Australia Market Size Outlook and Revenue Growth Forecasts
- 6.28 Australia Nipple Shields Industry Drivers and Opportunities
- 6.29 South East Asia Market Size Outlook and Revenue Growth Forecasts
- 6.30 South East Asia Nipple Shields Industry Drivers and Opportunities
- 6.31 Rest of Asia Pacific Market Size Outlook and Revenue Growth Forecasts
- 6.32 Rest of Asia Pacific Nipple Shields Industry Drivers and Opportunities
- 6.33 Brazil Market Size Outlook and Revenue Growth Forecasts
- 6.34 Brazil Nipple Shields Industry Drivers and Opportunities
- 6.36 Argentina Market Size Outlook and Revenue Growth Forecasts
- 6.36 Argentina Nipple Shields Industry Drivers and Opportunities
- 6.37 Rest of South America Market Size Outlook and Revenue Growth Forecasts
- 6.38 Rest of South America Nipple Shields Industry Drivers and Opportunities
- 6.39 Middle East Market Size Outlook and Revenue Growth Forecasts
- 6.40 Middle East Nipple Shields Industry Drivers and Opportunities
- 6.41 Africa Market Size Outlook and Revenue Growth Forecasts
- 6.42 Africa Nipple Shields Industry Drivers and Opportunities

7. NIPPLE SHIELDS MARKET OUTLOOK ACROSS SCENARIOS

7.1 Low Growth Case

7.2 Reference Growth Case

7.3 High Growth Case

8. NIPPLE SHIELDS COMPANY PROFILES

8.1 Profiles of Leading Nipple Shields Companies in the Market

8.2 Business Descriptions, SWOT Analysis, and Growth Strategies

8.3 Financial Performance and Key Metrics

Ameda

Chicco

Edgewell Personal Care

Koninklijke Philips N.V.

Lansinoh Laboratories Inc

Mayborn Group

Medela

Newell Brands

Nuby

Pigeon Corp

9. APPENDIX

9.1 Scope of the Report

9.2 Research Methodology and Data Sources

9.3 Glossary of Terms

9.4 Market Definitions

9.5 Contact Information

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