

Breastfeeding Supplies Market to Surpass US\$ 2,679.9 Million by 2026



Seattle, Jun 25, 2019 (Issuewire.com) - Global **Breastfeeding Supplies Market**, by Product Type (Breast Pumps, Breast Milk Storage and Feeding, and Accessories), by End User (Homecare Settings, Hospitals, and Maternity Centers), and by Region (North America, Latin America, Europe, Asia Pacific, Middle East, and Africa), was valued at **US\$ 1,445.5** million in 2017 and is projected to exhibit a CAGR of **7.1%** over the forecast period (2018 – 2026), **as highlighted in a new report published by Coherent Market Insights.**

Companies operating in the global breastfeeding supplies market include **Hygeia, Philips Avent, Spectra Baby USA, Nuby, Ameda, Medela LLC, Nestle Gerber, Mayborn USA, Evenflo Feeding, ARDO, Pigeon, and NUK USA.**

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Increasing number of multiple birth rate and women employment to augment the market growth

Increasing population of working mothers, favorable healthcare policies, and an increasingly fast paced life drive the market growth. Moreover, rising disposable income in both developed and emerging economies also contributing to the market growth.

Various strategies such as mergers and acquisitions, collaborations, and product launches are undertaken to boost the market growth. For instance, in November 2018, Philips Avent collaborated with Women of Opinion (WOOP) to create a community of pregnant and lactating moms. This community helps to reach out to millions of new mothers and pregnant women to educate them about the availability of products such as breast pump that provides best nutrition to their babies.

Furthermore, the industry participants introduces the strategic initiatives such as merger, acquisitions and new product developments to strengthen their footholds in the market. For instance, in 2016, Lansinoh Laboratories (Pigeon Corporation) launched the Lansinoh Ultimate Protection Nursing Pads.

Moreover, in March 2019, Ameda Breastfeeding Products launched Ameda Mya, a hospital strength personal breast pump designed for mom at home, at work, or on the go. This Ameda Mya pump works with a maximum suction strength of 280mmHG.

Browse 28 Market Data Tables and 22 Figures spread through 148 Pages and in-depth TOC on “Global Breastfeeding Supplies Market”- Global Forecast to 2026, by Product Type (Breast Pumps, Breast Milk Storage and Feeding, and Accessories), by End User (Homecare Settings, Hospitals, and Maternity Centers), and by Region (North America, Latin America, Europe, Asia Pacific, Middle East, and Africa)

To know the latest trends and insights prevalent in the global breastfeeding supplies market, click the link below:

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Growing number of multiple births and increasing world population augment growth of global breastfeeding supplies market. The manufacturing companies promise the better care for baby by offering products with premium features and affordable prices. For instance, in March 2015, Evenflo Feeding Inc., announced that it has collaborated with Better Live Now, Inc. The partnership allows women the access to high quality, affordable equipment.

Moreover, the industries reinvent the high quality products for babies. For instance, in June 2019, Nuk redesigning its orthodontic pacifier and launching new, innovative designs to soothe the baby better than ever before. The NUK Orthodontic Original Pacifier has been reinvented, the nipple is shaped just like mom giving baby a soothing experience without nipple confusion.

Key Takeaways of the Global Breastfeeding Supplies Market:

The global breastfeeding supplies market is expected to exhibit a CAGR of 7.1% over the forecast period, owing to increasing demand for breastfeeding supplies and accessories, rising number of multiple births, and increasing number of working women

Among the product type, breast pumps segment held dominant position in the global breastfeeding supplies market in 2018, owing to innovations in the technique opted by key players for manufacturing the effective and safe breastfeeding supplies

Among the end user, homecare setting holds the dominant position in the global breastfeeding supplies market owing to increase in usage of the breastfeeding supplies products by mothers at home.

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