

Breast Pumps - Market Insight, Competitive Landscape and Market Forecast - 2027

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Report description:

Breast Pumps Market By Technology Type (Manual, Electric And Battery), By Sales Channel (Online And Offline), and by geography is expected to grow at a steady CAGR forecast till 2027 owing to surge in number of employed mothers and technological advancements in the product offering

Global breast pumps market was valued at USD 1,081.96 million in 2021, growing at a CAGR of 8.67% during the forecast period from 2022 to 2027 to reach USD 1,776.50 million by 2027. The breast pumps market is witnessing a positive growth owing to the various key factors such as surge in number of employed mothers globally, technological advancements in the product offering, change in consumer lifestyle, and increasing awareness for breastpumps thereby all factors are contributing to the growth of breast pumps market during the forecast period from 2022-2027.

Breast Pumps Market Dynamics:

One of the main drivers of the breast pumps market is surge in number of employed mothers, breast pumps allows an employed mother to extract, store milk for healthy/weak premature babies or when its in neonatal Intensive Care Units (ICU) due to prolonged illnesses. Therefore, potential benefits and portable nature of these breast pumps enhance their usage which can increase the demand of breast pumps, thereby propelling the growth of the breast pumps market during the forecast period (2022-2027).

Moreover, another key factor which is responsible for the growth of breast pumps market is technology advancements with respect to product offering. In January 2022, Freemie announced world's smallest wearable pumping SlimFit Cups at International Consumer Electronics Show (CES) which have technologically advanced features such as they are comfortable, lighter, slimmer, compatible, versatile and are more easy to use for women whenever they want to pump milk. Therefore, these technological advancements promote the demand of breast pumps which surge the growth of breast pumps market during the forecast period. However, availability of milk substitutes such as milk powders and high vacuum of breast pumps can lead to breast injuries are some of the factors which can slow down the breast pumps market growth.

Besides the above-mentioned factors, the breast pumps market was impacted by the imposition of the lockdown due to the COVID-19 pandemic. Even though this specific market maintained its product demand during the COVID-19 pandemic, as COVID-19 positive mother would require breast pumps to feed their baby and it will also help to protect their baby from COVID-19 infection and will avoid the skin-skin contact between mother and child, although there was a significant disruption in supply chain

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wherein products witnessed a slight reduction in production in the initial phase of the lockdown. Although, the post-pandemic scenario provides an opportune environment for revenue generation for the breast pumps market due to the resumption of activities in full capacity helping in the restoration of supply chain thereby improving the market outlook for the breast pumps market during the forecast period (2022-2027).

Breast Pumps Market Segment Analysis:

Breast Pumps Market by Technology Type (Manual, Electric, and Battery Breast Pumps), by Sales Channel (Online and Offline), and by Geography (North America, Europe, Asia-Pacific, and Rest of the World)

In by type segment of breast pumps market, electric breast pumps are expected to hold a significant share in the year 2021, this is because these pumps help a working mother as they are less time consuming, store more milk in less span of time, they can be the best choice for mothers who express their breastmilk regularly in pumps even when they are in their workplace and have limited time. There are also single and double electric breast pumps, double electric breast pumps are considered to be best as they allow mother to pump milk from her both breasts at the same time conveniently by the suction process. Therefore, these benefits associated with it would increase the demand of electric breast pumps which results in growth of breast pumps market. In April 2022, Ardo Medical Inc, announced a new double electric breast pump named Ardo Alyssa, it's the first and only breast pump in the history with personal power pump function which increase the breast pump supply.

In March 2022, Elvie announced the launch of Elvie Stride Plus, electric breast pump with 3 in 1 carry bag which can provide more women to access the breast pump as well as it allows to know the tracking history and can be controlled by phone. Moreover, these new innovations in the breast pumps will surge the demand of electric breast pumps, thereby driving the growth of the overall breast pumps market during the forecast period from 2022-2027.

North America is expected to dominate the overall Breast Pumps Market:

Among all the regions, North America is expected to dominate the global breast pumps market in the year 2021 and is expected to do the same during the forecast period from 2022-2027. Factors such as surge in number of employed mothers and technological advancements increasing the demand of breast pumps in the North America market.

According to US Bureau of Labor Statistics 2020 population survey, 52.7% of women were considered to be in labor force. As well as according to the World Bank Group 2022 data, in 2020, in Canada 47.09%, Mexico 38.11% women population was found to be in labor force. Therefore, increase in number of employed mothers in North America can result in the use of breast pumps to feed their child and save time. In turn can provide a conducive growth environment for North American region in breast pumps market.

Furthermore, new product launches in the region, for instance, in October 2021, Medela announced launch of Swing Maxi in North America, a double electric breast pump which makes pumping simpler, comfortable, portable, intuitive and more milk in less time. Such developments would also result in driving the breast pumps demand.

Therefore, surge in number of employed mothers, new product launches, and technological advancements would result in the rising demand for breast pumps which in turn would provide a conducive growth environment for North American region in breast pumps market.

Breast Pumps Market Key Players:

Some of the key market players operating in the breast pumps market include Magento, Inc. (Ameda), Babybelle Asia Ltd, Koninklijke Philips N.V, Medela AG, Ardo medical AG, Linco Baby Merchandise Works Co., Ltd, Freemie, Pigeon Corporation, Aeroflow Inc, Advin Health Care, Hygeia Health, BabyBuddha Products, LLC, Motif Medical LLC, Willow Innovations Inc, AceWin Co., Ltd, Evenflo Feeding Inc among others.

? RECENT DEVELOPMENTAL ACTIVITIES IN THE BREAST CANCER DIAGNOSTICS: In October 2021, Willow introduced pumping bra designed for nursing and pumping

? In April 2021, breast pump innovator Willow gets additional \$26.8 million in funding through a series c extension round

? In June 2020, Ameda announced launch of its Mya Joy an hospital strength personal breast pump

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? In March 2020, Philips Advent announced the launch of new electric breast pump inspired by baby's natural feeding motion which compact and portable design

Key Takeaways from the Breast Pumps Market Report Study

- ? Market size analysis for current breast pumps market size (2021), and market forecast for 5 years (2022-2027)
- ? The effect of the COVID-19 pandemic on this market is significant. To capture and analyze suitable indicators, our experts are closely watching the breast pumps
- ? Top key product/services/technology developments, merger, acquisition, partnership, joint venture happened for last 3 years
- ? Key companies dominating the global breast pumps
- ? Various opportunities available for the other competitor in the breast pumps market space.
- ? What are the top performing segments in 2021? How these segments will perform in 2027.
- ? Which is the top-performing regions and countries in the current breast pumps market scenario?
- ? Which are the regions and countries where companies should have concentrated on opportunities for breast pumps market growth in the coming future?

Target Audience who can be benefited from this Breast Pumps Market Report Study

- ? Breast pumps products providers
- ? Research organizations and consulting companies
- ? Breast pumps-related organizations, associations, forums, and other alliances
- ? Government and corporate offices
- ? Start-up companies, venture capitalists, and private equity firms
- ? Distributors and traders dealing in breast pumps
- ? Various End-users who want to know more about the breast pumps market and latest technological developments in the breast pumps.

Frequently Asked Questions for Breast Pumps:

1. What are Breast Pumps?

Breast Pumps are device which are used by mothers to extract milk from their breasts by suction. They may be manual devices powered by hand or foot movements or automatic devices powered by electricity.

2. What is the market for Global Breast Pumps?

Global breast pumps market was valued at USD 1,081.96 million in 2021, growing at a CAGR of 8.67% during the forecast period from 2022 to 2027 to reach USD 1,776.50 million by 2027.

3. What are the drivers for the Global Breast Pumps Market?

The Breast Pumps market is witnessing a positive market growth owing to the factors such as, such as surge in number of employed mothers, technological advancements, change in consumer lifestyle and increasing awareness for breastpumps.

4. Who are the key players operating in the Breast pumps Market?

Some of the key market players operating in the breast pumps market include Magento Inc. (Ameda), Babybelle Asia Ltd, Koninklijke Philips N.V, Medela AG, Ardo medical AG, Linco Baby Merchandise Works Co Ltd, Freemie, Pigeon Corporation, Aeroflow Inc, Advin Health Care, Hygeia Health, BabyBuddha Products LLC, Motif Medical LLC, Willow Innovations Inc, AceWin Co Ltd, Evenflo Feeding Inc, among others.

5. Which region has the highest share in Breast pumps Market?

North America is expected to dominate the global breast pumps market. Factors contributing to the growth are such as surge in

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number of employed mothers and technological advancements increases the breast pumps market growth in this region.

Table of Contents:

1. Breast pumps Market Report Introduction
2. Breast pumps Market Executive Summary
 - 2.1. Scope of the Study
 - 2.2. Market at Glance
 - 2.3. Competitive Assessment
3. Regulatory Analysis
 - 3.1. The US
 - 3.2. Europe
 - 3.3. Japan
 - 3.4. China
4. Breast pumps Market Key Factors Analysis
 - 4.1. Breast pumps Market Drivers
 - 4.1.1. Surge in Number Of Employed Mothers
 - 4.1.2. Technological Advancements with Respect to Product Offering
 - 4.1.3. Change in Consumer Lifestyle
 - 4.1.4. Increasing Awareness for Breastpumps
 - 4.2. Breast pumps Market Restraints And Challenges
 - 4.2.1. Availability of Milk Substitutes Such as Milk Powders
 - 4.2.2. Regular use of Breast Pumps Can Damage Nipples and Breast Tissues
 - 4.3. Breast pumps Market Opportunities
 - 4.3.1. Targeting Emerging Markets for Product Launches
5. Breast pumps Market Porter's Five Forces Analysis
 - 5.1. Bargaining Power of Suppliers
 - 5.2. Bargaining Power of Consumers
 - 5.3. Threat of New Entrants
 - 5.4. Threat of Substitutes
 - 5.5. Competitive Rivalry
6. COVID-19 Impact Analysis on Breast Pumps
7. Breast pumps Market Layout
 - 7.1. By Technology Type
 - 7.1.1. Manual Breast Pumps
 - 7.1.2. Electric Breast Pumps
 - 7.1.3. Battery Breast Pumps
 - 7.2. By Sales Channel
 - 7.2.1. Online
 - 7.2.2. Offline
 - 7.3. By Geography
 - 7.3.1. North America
 - 7.3.1.1. North America Breast pumps Market, by Country
 - 7.3.1.1.1. US
 - 7.3.1.1.2. Canada
 - 7.3.1.1.3. Mexico
 - 7.3.2. Europe
 - 7.3.2.1. Europe Breast pumps Market, by Country

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- 7.3.2.1.1. France
- 7.3.2.1.2. Germany
- 7.3.2.1.3. United Kingdom
- 7.3.2.1.4. Italy
- 7.3.2.1.5. Spain
- 7.3.2.1.6. Russia
- 7.3.2.1.7. Rest of Europe
- 7.3.3. Asia-Pacific
 - 7.3.3.1. Asia-Pacific Breast pumps Market, by Country
 - 7.3.3.1.1. China
 - 7.3.3.1.2. Japan
 - 7.3.3.1.3. India
 - 7.3.3.1.4. Australia
 - 7.3.3.1.5. South Korea
 - 7.3.3.1.6. Rest of Asia Pacific
 - 7.3.4. Rest of the World (RoW)
 - 7.3.4.1. RoW Breast pumps Market, by Region
 - 7.3.4.1.1. Middle East
 - 7.3.4.1.2. Africa
 - 7.3.4.1.3. South America
- 8. Breast pumps Market Global Company Share Analysis - Key 3-5 Companies
- 9. Breast pumps Market Company and Product Profiles
 - 9.1. Magento Inc. (Ameda)
 - 9.1.1. Company Overview
 - 9.1.2. Company Snapshot
 - 9.1.3. Financial Overview
 - 9.1.4. Product Listing
 - 9.1.5. Entropy
 - 9.2. Babybelle Asia Ltd
 - 9.2.1. Company Overview
 - 9.2.2. Company Snapshot
 - 9.2.3. Financial Overview
 - 9.2.4. Product Listing
 - 9.2.5. Entropy
 - 9.3. Koninklijke Philips N.V.
 - 9.3.1. Company Overview
 - 9.3.2. Company Snapshot
 - 9.3.3. Financial Overview
 - 9.3.4. Product Listing
 - 9.3.5. Entropy
 - 9.4. Medela AG
 - 9.4.1. Company Overview
 - 9.4.2. Company Snapshot
 - 9.4.3. Financial Overview
 - 9.4.4. Product Listing
 - 9.4.5. Entropy
 - 9.5. Ardo medical AG

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- 9.5.1. Company Overview
- 9.5.2. Company Snapshot
- 9.5.3. Financial Overview
- 9.5.4. Product Listing
- 9.5.5. Entropy
- 9.6. Linco Baby Merchandise Works Co Ltd
- 9.6.1. Company Overview
- 9.6.2. Company Snapshot
- 9.6.3. Financial Overview
- 9.6.4. Product Listing
- 9.6.5. Entropy
- 9.7. Freemie
- 9.7.1. Company Overview
- 9.7.2. Company Snapshot
- 9.7.3. Financial Overview
- 9.7.4. Product Listing
- 9.7.5. Entropy
- 9.8. Pigeon Corporation
- 9.8.1. Company Overview
- 9.8.2. Company Snapshot
- 9.8.3. Financial Overview
- 9.8.4. Product Listing
- 9.8.5. Entropy
- 9.9. Aeroflow Inc
- 9.9.1. Company Overview
- 9.9.2. Company Snapshot
- 9.9.3. Financial Overview
- 9.9.4. Product Listing
- 9.9.5. Entropy
- 9.10. Advin Health Care
- 9.10.1. Company Overview
- 9.10.2. Company Snapshot
- 9.10.3. Financial Overview
- 9.10.4. Product Listing
- 9.10.5. Entropy
- 9.11. Hygeia Health
- 9.11.1. Company Overview
- 9.11.2. Company Snapshot
- 9.11.3. Financial Overview
- 9.11.4. Product Listing
- 9.11.5. Entropy
- 9.12. BabyBuddha Products LLC
- 9.12.1. Company Overview
- 9.12.2. Company Snapshot
- 9.12.3. Financial Overview
- 9.12.4. Product Listing
- 9.12.5. Entropy

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- 9.13. Motif Medical LLC
 - 9.13.1. Company Overview
 - 9.13.2. Company Snapshot
 - 9.13.3. Financial Overview
 - 9.13.4. Product Listing
 - 9.13.5. Entropy
- 9.14. Willow Innovations Inc
 - 9.14.1. Company Overview
 - 9.14.2. Company Snapshot
 - 9.14.3. Financial Overview
 - 9.14.4. Product Listing
 - 9.14.5. Entropy
- 9.15. AceWin Co Ltd
 - 9.15.1. Company Overview
 - 9.15.2. Company Snapshot
 - 9.15.3. Financial Overview
 - 9.15.4. Product Listing
 - 9.15.5. Entropy
- 9.16. Evenflo Feeding Inc
 - 9.16.1. Company Overview
 - 9.16.2. Company Snapshot
 - 9.16.3. Financial Overview
 - 9.16.4. Product Listing
 - 9.16.5. Entropy
- 10. KOL Views
- 11. Project Approach
- 12. About DelveInsight
- 13. Disclaimer & Contact Us

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