

Pregnancy Products Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 110 pages | Mordor Intelligence

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Report description:

The pregnancy products market is expected to register a CAGR of 5.5% over the forecast period.

The COVID-19 pandemic had a significant impact on the market studied. According to a research study by PubMed published in January 2021, pregnant women with COVID-19 are more likely to get seriously ill, which can lead to pregnancy problems such as preterm birth. Pregnancy products help to detect and cure any complications in fetus growth during pregnancy. Thus, the demand for pregnancy products has increased significantly since the pandemic which has boosted market growth to pre-pandemic levels. Moreover, it is believed that the market will witness healthy growth in the coming years.

The physique, complexion, hair, nails, and many other physical characteristics of a woman are all impacted by the hormonal changes that take place during pregnancy. Pregnancy products that lessen the physical impacts of pregnancy on a woman are becoming more popular around the world. As knowledge and disposable money increase in emerging nations, it is anticipated that the market for pregnancy-related products would expand. Growing awareness of the use of personal care products during pregnancy and the high uptake of organic products are driving the market. Because of the trend toward using organic pregnancy personal care products due to safety concerns over chemical-based products, the entire market is changing. Rising R&D is leading to the introduction of newer, safer, and more effective versions. A paradigm shift from chemical-based pregnancy care products to herbal/organic alternatives has been brought about, as a result, resulting in the emergence of safer organic alternatives. Pregnant women often worry about skincare and their physical attractiveness after giving birth, which is motivating more women to use pregnancy care products. Pregnancy-related discomfort has grown to be a significant problem for women all over the world. The uptake and adoption of these products are also being boosted by extensive campaigns by market participants to influence consumers through social media. Social media is frequently used by customers to make decisions about skincare products. The result is that large market players invest heavily in advertising campaigns and thereby accelerate the growth of the market.

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According to PubMed data published in August 2021, over the last two decades, approximately 1.3?million Indian women died due to pregnancy related complications. Hence, the increasing burden of pregnancy problems, increasing awareness regarding pregnancy care products among women, and well-developed distribution channels for pregnancy products are the major factors driving the growth of the pregnancy products market. For instance, in March 2021, CDC announced that Allyson Felix, a world-class track and field athlete, and the United States Olympian, joined the Hear Her campaign to raise awareness about life-threatening complications that can occur during and after pregnancy. This campaign is supported by a partnership between the CDC Foundation and Merck through its Merck for Mothers program. Thus, the growing number of awareness campaigns on pregnancy care may boost the market for pregnancy products.

However, high prices and side effects associated with the products are expected to be the key restraints to the growth of the pregnancy products market.

Pregnancy Products Market Trends

The Stretch Mark Minimizer Segment is Expected to Register Robust Growth Over the Forecast Period

Stretch marks are tiny tears and scars in the supporting layers of tissue under the skin. They are quite common during and after pregnancy and occur in 90% of pregnant women. The growing awareness regarding stretch mark treatment products and high adoption of the same is anticipated to fuel the market growth.

The market for stretch mark minimizers is anticipated to experience huge growth during the forecast period, owing to the rise in the number of pregnancies in developed and developing countries. According to a report released on October 2021 by the United Nations Office for Sexual and Reproductive Health, the number of people born in 2021 was estimated to be around 140 million globally. This data indicates the high number of pregnancies during 2021. Because stretch marks are associated with gestational changes that affect between 50%-90% of women, depending on the race and age of the population, many women develop stretch marks during their first pregnancy. Hence, an increase in the number of pregnant women further propels the stretchmark minimizer market.

The increasing number of approvals by companies also helps in boosting the overall market. For instance, in April 2022, Bayer CropScience Limited launched Luciara a moisturizing cream that can prevent the appearance of stretch marks during pregnancy. Similarly, in December 2021, Bio-Oil launched an all-natural version of Iconic Stretch Mark Oil, to help reduce the appearance of stretch marks during and post-pregnancy for mothers. Such product launches are likely to propel segmental growth over the forecast period.

North America is Expected to Retain the Largest Share of the Market Over the Forecast Period

The North American region holds a significant share owing to the increase in unplanned pregnancies, growing awareness regarding pregnancy products, and the presence of key market players.

According to CDC data published in December 2021, around 3.66 million babies were born in 2021, representing a 1% increase from the previous year. This increasing birth rate in the United States and awareness about pregnancy care drive the demand for pregnancy products, thereby boosting the market growth. Similarly, per the data from the Government of Canada published in September 2022, there were around 367,684 births in Canada during the year 2021, an increase of around 2% from the previous year. This rise in births is augmenting the demand for pregnancy products in Canada.

Furthermore, the continuous launch of new products for pregnancy and the presence of key players in the region are other

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market-driving factors. For instance, In April 2022, the Marena Group announced the launch of its Marena Maternity line of pregnancy and post-pregnancy recovery garments in what will be the company's first product line focused on compression and support wear for new and expecting moms. Additionally, in June 2022, Biotech company Mylab Discovery Solutions entered the women's healthcare segment with the launch of a home pregnancy test kit, PregaScreen.

The rise in disposable incomes in economies like Mexico and Canada, well-established distribution channels, and increasing awareness regarding pregnancy products through strong marketing activities by key players are some of the factors that are contributing significantly to the market growth in the North American region.

Pregnancy Products Market Competitor Analysis

The leading players in the pregnancy products market are making significant efforts to create awareness among consumers regarding the availability, advantages, and effectiveness of pregnancy care products. Key players in the market include Abbott, Clarins Group, Expanscience Laboratories Inc., Nine Naturals LLC, and Noodle & Boo, among others.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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