

Vietnam Breast Pump Market By Technology (Manual Wearable Breast Pump, Battery Operated Wearable Breast Pump, Smart Wearable Breast Pump, Manual Pumps, Battery Powered Pumps, Electric Pumps), By End Use (Hospital, Specialty Facilities, Home Care, and Research and Manufacturing), By Region, Competition, Forecast and Opportunities, 2020-2030F

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Report description:

Vietnam Breast Pump Market was valued at USD 2.65 Million in 2024 and is expected to reach USD 3.29 Million by 2030 with a CAGR of 3.65% during the forecast period. The Vietnam breast pump market is primarily driven by several key factors, including the increasing awareness of breastfeeding benefits, rising working mother demographics, and the growing demand for convenience and mobility. As more mothers return to work post-childbirth, the need for efficient and portable breast pumps has surged. Working mothers seek flexible breastfeeding solutions that allow them to maintain milk supply while balancing their careers. The growing awareness around the health benefits of breastfeeding for both infants and mothers has led to a stronger preference for breast milk over formula, further driving the market demand. Technological advancements in breast pump designs, such as quieter, more comfortable, and efficient models, have also contributed to market growth. These innovations, along with increased availability of electric and manual pumps, cater to a wide range of consumer preferences. The rise of e-commerce platforms has made it easier for consumers to access a variety of breast pump brands and models, further stimulating market expansion. The increasing focus on maternal health and support systems for mothers is expected to continue fueling the growth of the Vietnam breast pump market.

Key Market Drivers

Growing Awareness of Breastfeeding Benefits

The increasing awareness of the health benefits associated with breastfeeding is one of the primary drivers of the Vietnam breast pump market. According to a study, titled, Prevalence of exclusive breastfeeding for the first six months of an infant's life and

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associated factors in a low-middle income country, while 98% of mothers in Vietnam practice breastfeeding, infant breastfeeding behaviors still fall short of World Health Organization (WHO) guidelines. Only 14.2% of mothers exclusively breastfed their infants during the first six months. The rate of exclusive breastfeeding during this period in Vietnam remains relatively low. As research continues to highlight the substantial advantages of breast milk, both for infants and mothers, more parents in Vietnam are choosing breastfeeding over formula feeding. Studies consistently show that breast milk provides essential nutrients, antibodies, and enzymes that help build a baby's immune system, ensuring better health outcomes and a reduced risk of infections. Breastfeeding has been linked to improved cognitive development in infants. On the maternal side, breastfeeding also offers health benefits, such as reducing the risk of breast cancer, ovarian cancer, and improving postpartum weight loss. This growing awareness of the benefits of breastfeeding has led many mothers to seek solutions that help them continue nursing while managing their daily routines. In Vietnam, government healthcare initiatives and organizations like the World Health Organization (WHO) are actively promoting exclusive breastfeeding for the first six months of life. As a result, more mothers are turning to breast pumps to extend their breastfeeding journey, especially when they need to return to work or manage other responsibilities. Breast pumps provide a practical solution by allowing mothers to express milk and store it for later use, maintaining a consistent milk supply even when separated from their babies. As awareness of the health benefits of breastfeeding increases, so too does the demand for products that facilitate it, leading to a surge in the breast pump market in Vietnam.

Rising Number of Working Mothers

The rising number of working mothers in Vietnam has become a major driver of the breast pump market. As more women pursue higher education and career opportunities, a significant number of new mothers are returning to work shortly after childbirth. In urban areas such as Hanoi and Ho Chi Minh City, the workforce participation rate for women has increased, with many women juggling both professional and parenting responsibilities. This shift in demographics has created a strong demand for breastfeeding solutions that allow mothers to continue providing breast milk to their babies while managing their work commitments. The National Strategy on Gender Equality (2021-2030) report, released on May 22, 2024, highlights Vietnam's notable progress in advancing women's rights. In terms of labor participation, the proportion of female wage earners has reached 50.9%, surpassing the 2025 target of 50% and making significant progress toward the 2030 goal of 60%.

For working mothers, breast pumps are essential tools that offer the flexibility to express and store milk, making it possible to maintain breastfeeding while at the workplace. The demand for portable, quiet, and efficient breast pumps has grown as more mothers seek convenience and functionality in their daily lives. Additionally, as more women return to work, the pressure to balance both career and childcare responsibilities has led to the development of innovative breast pump products, including wireless and hands-free models, that allow mothers to express milk while multitasking. This trend is expected to continue as Vietnam's labor market becomes more inclusive and the number of working mothers continues to rise. The breast pump has increasingly become seen as a necessary investment for women who wish to maintain their breastfeeding routines while pursuing their professional goals.

Technological Advancements in Breast Pump Design

Advancements in the technology and design of breast pumps have played a pivotal role in the growth of the Vietnam market. Over the past few years, breast pump manufacturers have introduced more efficient, comfortable, and user-friendly products to cater to the evolving needs of modern mothers. Newer models of breast pumps are designed with quieter motors, making them more discreet and comfortable to use in public or professional settings. Features such as customizable suction levels, adjustable pumping speeds, and enhanced comfort have significantly improved the user experience. These innovations have made breast pumps more attractive to a broader range of consumers, including those who previously found traditional models cumbersome or uncomfortable.

The development of portable, battery-powered breast pumps has made expressing milk more convenient, allowing mothers to pump anywhere, whether at home, work, or while on the go. The rise of hands-free breast pumps, which allow mothers to express milk without needing to hold the pump, has revolutionized the industry. These hands-free models, often designed with ergonomic, wearable features, are especially appealing to busy mothers who want to multitask while pumping. The market has also seen improvements in the ease of cleaning and assembling pumps, which has enhanced the overall user experience. Technological advancements like these are helping breast pumps become a mainstream product in Vietnam, providing mothers with a practical, efficient, and comfortable solution for continuing breastfeeding while managing their daily routines.

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Increasing Availability of Breast Pump Products

The increasing availability of breast pumps in retail stores and through online platforms has significantly boosted the market in Vietnam. E-commerce platforms have become a vital distribution channel for breast pump brands, as they enable consumers to easily compare different models and brands, read product reviews, and make informed purchasing decisions. Online shopping provides the convenience of ordering from home, and e-commerce websites often offer a wide variety of options, ranging from budget-friendly manual pumps to premium electric and hands-free models. This online availability has increased consumer access to breast pump products, making it easier for mothers across Vietnam to find a product that suits their needs. In addition to online platforms, brick-and-mortar stores, pharmacies, and baby product specialty stores also contribute to the growing availability of breast pumps in Vietnam. Major retail chains and local stores across the country have expanded their product offerings to include breast pumps from both domestic and international brands. This wider availability ensures that mothers in urban and rural areas alike can access these essential products, further driving the market's growth. The presence of a diverse range of brands and models has allowed for greater product competition, improving quality while keeping prices competitive.

Key Market Challenges

High Price and Affordability Concerns

One of the main challenges facing the Vietnam breast pump market is the issue of affordability. While breast pumps are becoming an essential tool for working mothers, the high price of many advanced models can be a significant barrier for many families, particularly in rural or lower-income areas. Premium electric and wireless models, which are increasingly popular due to their convenience and efficiency, can cost a considerable amount, putting them out of reach for many potential customers. While manual and budget options are available, they may not offer the same level of comfort, speed, or convenience as more advanced models, which may discourage consumers from purchasing them. Moreover, Vietnam's birth rate has also reached a historic low in 2024, with the total fertility rate falling to just 1.91 children per woman, marking the third consecutive year below the replacement level, according to the Vietnam Population Authority under the Ministry of Health, as reported by the Vietnam News Agency. The decline in birth rates has been gradual over the past few years, decreasing from 2.11 children per woman in 2021 to 2.01 in 2022, and further dropping to 1.96 in 2023.

For many Vietnamese mothers, the decision to buy a breast pump is often influenced by their disposable income, and the cost of high-end models may be considered an unnecessary luxury. This affordability gap means that while the demand for breast pumps is growing in urban areas, it may be limited in rural parts of the country where incomes are lower and access to such products may be more constrained. New mothers may not always be aware of the long-term benefits of investing in a high-quality breast pump, as they may see it as an additional expense during a period when many families are already dealing with the financial demands of raising a child. To address this challenge, manufacturers and retailers could consider offering financing options, discounts, or subsidies to make breast pumps more affordable and accessible to a larger segment of the population. Government health initiatives or public-private partnerships could help subsidize the cost of breast pumps, making them more accessible to a broader demographic. Without solutions to bridge the affordability gap, however, the growth potential of the market may remain limited to higher-income groups.

Limited Availability and Distribution Channels

The availability and distribution of breast pumps in Vietnam pose another challenge to the market's growth. While larger cities like Ho Chi Minh City and Hanoi have a variety of retailers, baby product stores, and e-commerce platforms offering breast pumps, rural and smaller urban areas often lack easy access to these products. In many remote areas, access to high-quality breast pumps can be limited, and mothers in these regions may not have the opportunity to purchase them even if they are aware of their benefits.

E-commerce platforms are helping to expand access to breast pumps, especially in urban areas, but internet penetration and online shopping behaviors in rural regions are still developing. Many rural families may not be accustomed to purchasing medical or baby care products online, and they may prefer to buy products through traditional retail channels. This distribution challenge is compounded by the high shipping costs associated with delivering breast pumps to remote areas, further limiting accessibility. The lack of local support or service centers for breast pumps, such as places where mothers can seek advice, get their pumps repaired, or learn how to use them effectively, can also hinder market growth. In many parts of Vietnam, mothers may not feel confident purchasing expensive or advanced breast pumps without knowing where to seek assistance if something goes wrong.

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Key Market Trends

Government and Healthcare Support for Breastfeeding

Government and healthcare initiatives in Vietnam play a crucial role in promoting breastfeeding and supporting the breast pump market. Vietnam has a strong track record of implementing national health programs that encourage exclusive breastfeeding for infants up to six months of age. Organizations such as the Vietnamese Ministry of Health, alongside international bodies like the World Health Organization (WHO), actively promote breastfeeding as a cornerstone of maternal and child health. This emphasis on breastfeeding has led to increased awareness of its benefits, driving mothers to seek tools like breast pumps to facilitate breastfeeding, especially when they return to work.

In addition to breastfeeding awareness campaigns, healthcare professionals and hospitals across Vietnam are becoming more supportive of lactation and breast pump use. Many hospitals provide lactation consulting services to help new mothers get started with breastfeeding and effectively use breast pumps. As hospitals and healthcare providers become more knowledgeable and supportive of breastfeeding and pumping, mothers are more likely to embrace the use of breast pumps, which increases their adoption in the market.

Rising Disposable Incomes and Changing Lifestyles

As Vietnam's economy grows and the middle class expands, disposable incomes have been on the rise, enabling consumers to spend more on products that improve convenience and quality of life. With an increasing number of families in urban areas enjoying greater financial stability, the demand for premium baby products, including breast pumps, is growing. Wealthier households are more willing to invest in high-quality, technologically advanced breast pumps that offer greater comfort, efficiency, and portability. This change in consumer behavior is a significant driver for the breast pump market, as modern mothers are seeking products that enhance their lifestyles and help them manage both professional and family responsibilities. According to data from the Health Ministry, up to 90% of Vietnamese women are affected by gynecological-related diseases. In response, the ministry revised a 2013 circular last year, allowing female workers to receive gynecological exams, as well as screenings for cervical and breast cancer, during their regular health check-ups. The ministry has committed to further prioritizing the improvement of maternal, child, and reproductive health in 2024. During the Abbott-hosted summit on April 14 in Ho Chi Minh City, health experts discussed critical women's health issues, including endometriosis, fertility support, and menopause. The shift towards more urbanized lifestyles in Vietnam has led to a greater demand for convenience, and breast pumps offer just that. In cities like Ho Chi Minh City and Hanoi, where many mothers balance busy work schedules with childcare, the convenience of using a breast pump to express milk and store it for later use has become increasingly valuable. This change in consumer priorities, coupled with rising disposable incomes, is propelling the growth of the breast pump market.

Segmental Insights

Technology Insights

Based on the Technology, Battery Operated Wearable Breast Pumps are currently dominating the landscape. These pumps have gained significant popularity due to their convenience, portability, and ease of use, which aligns well with the modern needs of Vietnamese mothers, especially working professionals and urban dwellers. Battery-operated wearable pumps allow mothers to express milk hands-free and on the go, making them ideal for those balancing work and breastfeeding. This category offers significant advantages, such as the ability to pump discreetly in public or at the workplace, without being tethered to a power source, providing flexibility that traditional models lack.

The increasing number of working mothers in Vietnam, coupled with their desire to maintain breastfeeding after returning to work, has driven the demand for wearable, portable solutions. These battery-powered wearable breast pumps allow for more flexibility and less hassle, which is a key concern for working mothers who seek to continue breastfeeding while managing their professional responsibilities. These pumps are generally quieter compared to traditional models, making them more suitable for use in professional settings.

End Use Insights

Based on the End Use, Home Care is currently the dominant segment. The growing preference for home-based care, especially in urban areas, has significantly driven the demand for breast pumps. As more Vietnamese mothers increasingly embrace breastfeeding, the need for convenient and accessible tools to support their breastfeeding journey, especially at home, has risen. Home care represents a significant portion of the market because breast pumps allow mothers to express milk in the comfort of

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their own homes, making it easier for them to maintain breastfeeding even while managing daily household tasks or returning to work.

This shift towards home care has been influenced by several factors, including the growing number of working mothers, the rise of dual-income households, and a societal shift towards more flexible, modern parenting approaches. These mothers are seeking practical, user-friendly solutions that allow them to express milk at home and store it for later use, while still being able to engage in other activities like household chores or work from home. As such, home care products, including breast pumps, are considered indispensable for many mothers who wish to continue breastfeeding without being tied to a rigid schedule or location.

Regional Insights

Southern Vietnam is currently dominating the Vietnam breast pump market. The region, particularly cities like Ho Chi Minh City, has become the primary hub for the adoption and use of breast pumps. Southern Vietnam has experienced significant urbanization and economic development, leading to a higher concentration of working mothers, dual-income households, and a growing middle class. These demographic shifts have created a strong demand for products that help mothers balance breastfeeding with their professional lives, making breast pumps a necessity for many women in the region.

Ho Chi Minh City, the economic and commercial capital of Vietnam, plays a crucial role in the dominance of southern Vietnam in the breast pump market. The city has a high population of young, educated, and career-driven women who are increasingly seeking flexible solutions to continue breastfeeding while returning to work. In this context, breast pumps, especially portable and wearable models, are seen as essential tools for managing breastfeeding amidst busy lifestyles. The availability of modern retail outlets, e-commerce platforms, and healthcare services in Southern Vietnam has made breast pumps widely accessible, further driving market growth in this region. The strong presence of international and local breast pump brands in Southern Vietnam also contributes to the region's dominance. With a higher level of disposable income and greater exposure to global trends, consumers in the south are more likely to invest in advanced breast pump models that offer convenience, efficiency, and advanced features. The southern region benefits from better access to healthcare resources, such as lactation consultants and hospitals that provide breastfeeding support, which further encourages the use of breast pumps.

Key Market Players

- Philips Electronics Vietnam Ltd
- Famimax Vietnam Co., Ltd.
- Beurer Vietnam
- BB International Company Limited (Cimilre)
- Spectra Vietnam (VietLife Service Joint Stock Company)
- Kamidi Vietnam (Vinmec International General Hospital System)
- Hegen Vietnam (TNCL Company Ltd)
- Jumys Vietnam Co., Ltd
- Niraki Vietnam Co., Ltd
- CHIBE Vietnam (Young Sun Company Limited)

Report Scope:

In this report, the Vietnam Breast Pump Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

□□ Vietnam Breast Pump Market, By Technology:

- o Manual Wearable Breast Pump
- o Battery Operated Wearable Breast Pump
- o Smart Wearable Breast Pump
- o Manual Pumps
- o Battery Powered Pumps
- o Electric Pumps

□□ Vietnam Breast Pump Market, By End Use:

- o Hospital
- o Specialty Facilities

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- o Home Care
- o Research & Manufacturing
- ☐ Vietnam Breast Pump Market, By Region:
 - o Southern Vietnam
 - o Northern Vietnam
 - o Central Vietnam

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Vietnam Breast Pump Market.

Available Customizations:

Vietnam Breast Pump Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

☐ Detailed analysis and profiling of additional market players (up to five).

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