

# Wearable Breast Pumps Market to Cross USD 898.58 Million by 2030, Growing at CAGR at a CAGR of 6.9%

*Wearable Breast Pumps Market Shows Impressive Growth on Account of Rising Breastfeeding Rates and Supportive Regulatory Environment*

AUSTIN, TEXAS, UNITED STATES, March 21, 2024 /EINPresswire.com/ --

According to SNS Insider, the Global [Wearable Breast Pumps Market](#) was valued at \$526.91 million in 2022 and is projected to reach \$898.58 million by 2030, growing at a CAGR of 6.9% during the forecast period.



## Market Report Scope & Overview

The wearable breast pumps market has witnessed a significant surge in demand and innovation in recent years, driven by the growing emphasis on maternal health and the convenience it offers to nursing mothers. These devices have revolutionized the traditional method of breastfeeding by providing mothers with the flexibility to express milk discreetly and conveniently, even while engaging in daily activities. With advancements in technology and design, wearable breast pumps have become more ergonomic, portable, and user-friendly, catering to the needs of modern mothers who lead busy lifestyles.

As the wearable breast pumps market continues to expand, manufacturers are focusing on enhancing product features such as suction strength, noise reduction, and battery life to improve the overall user experience. Additionally, customization options such as adjustable settings and smartphone connectivity have become increasingly prevalent, allowing mothers to personalize their pumping sessions according to their comfort and preferences. Furthermore, the emergence of smart wearable breast pumps equipped with sensors and companion apps has enabled users to track pumping metrics.

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## Major Key Players in the Market:

- Ameda Inc.
- BabyBuddha Products LLC
- Elvie (Chiaro Component Ltd)
- Freemie
- iAPOY
- Lavie Mom
- Medela AG
- Philips
- Spectra
- Willow Innovations Inc

## Wearable Breast Pumps Market Set to Soar: Rising Demand Driven by Working Mothers and Technological Advancements

The wearable breast pumps market is poised for significant growth driven by several key factors. Firstly, the increasing awareness about the benefits of breastfeeding for infants' health coupled with the rising number of working mothers is fostering the demand for convenient and portable breast pumps. Wearable breast pumps offer mothers the flexibility to express milk discreetly and conveniently, enabling them to maintain their busy lifestyles without compromising on their baby's nutrition. Moreover, technological advancements in wearable breast pump designs, such as hands-free and silent operation, are further enhancing their appeal among consumers. These innovations provide mothers with the freedom to express milk comfortably, even in public settings or while performing daily tasks, thereby driving the adoption of wearable breast pumps.

Despite the optimistic outlook, the wearable breast pumps market faces certain restraints that may impede its growth trajectory. One such challenge is the high initial cost associated with these advanced devices, which may deter budget-conscious consumers from investing in them. Additionally, concerns regarding the efficacy and safety of wearable breast pumps compared to traditional models may restrain market growth, particularly among first-time mothers. However, the increasing focus of manufacturers on product innovation and affordability, along with initiatives to raise awareness about the benefits of wearable breast pumps, are expected to mitigate these challenges and unlock new opportunities for market growth in the foreseeable future.

## Key Segments Covered in Report:

### By Component Type

- Accessories
- Wearable Pumps

□ Wearable pumps dominate the market, making up over half (56.57%) of sales in 2023. This is due to a growing population and more women working, creating a need for convenient pumping solutions. Rising online shopping and insurance coverage for wearable pumps are expected to further boost this segment's growth.

#### By Technology Type

- Smart
- Manual
- Battery Operated

□ Battery- Operated pumps currently hold the largest market share due to their portability, ease of use, and suitability for occasional pumping.

□ Smart wearable pumps, however, are expected to see the fastest growth.

□ These high-tech pumps connect to apps, offer features like milk volume tracking, and are ideal for busy moms or those lacking dedicated pumping spaces.

□ Recent product launches and increasing awareness of these advanced pumps are fueling this segment's rise.

#### By End User Type

- Hospitals
- Home Care

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#### Impact of Recession

The ongoing recession has undoubtedly cast its shadow over various sectors, and the wearable breast pumps market is no exception. While some may argue that the recession could have a negative impact, leading to decreased consumer spending and thus a potential decline in market growth, others perceive a silver lining amidst the economic downturn. During recessions, individuals tend to prioritize essential purchases over discretionary ones, and for many new mothers, wearable breast pumps are considered indispensable. This could lead to sustained demand for such products, bolstering the market despite economic challenges. Additionally, as more women enter the workforce, the need for convenient and discreet pumping solutions becomes increasingly pronounced, potentially driving further market growth.

#### Impact of Russia-Ukraine War

The Russia-Ukraine war has sent shockwaves across global markets, impacting various industries, including the wearable breast pumps sector. The uncertainty and geopolitical tensions stemming from the conflict have created an atmosphere of instability, which could potentially dampen consumer confidence and disrupt supply chains. Furthermore, economic

sanctions and trade restrictions imposed in response to the conflict may lead to increased production costs and logistical challenges for manufacturers of wearable breast pumps, ultimately affecting market dynamics. However, amidst these challenges, there may also arise opportunities for market expansion. As geopolitical tensions escalate, governments and organizations may prioritize domestic production and investment in critical industries, potentially fostering growth in the wearable breast pumps market within affected regions.

## Regional Analysis

□ North America leads the market with over 50% share in 2023.

Regional analysis of the wearable breast pumps market reveals a nuanced landscape shaped by diverse socio-economic factors and cultural preferences. In North America, the market is characterized by a high level of adoption driven by a growing emphasis on women's empowerment and workplace flexibility. Europe follows closely, with countries like Germany and France leading the adoption of wearable breast pumps due to strong healthcare infrastructure and supportive government policies. Meanwhile, the Asia Pacific region exhibits immense growth potential fueled by rising birth rates, increasing female workforce participation, and growing awareness about breastfeeding benefits.

## Conclusion

The report by SNS Insider on the wearable breast pumps market covers a comprehensive analysis of market trends, drivers, challenges, and opportunities shaping the industry landscape. It delves into factors such as technological advancements, regulatory frameworks, competitive landscape, and consumer preferences to provide valuable insights for stakeholders. Additionally, the report offers strategic recommendations for market players to capitalize on emerging opportunities and navigate potential challenges effectively.

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