

Postnatal Lactation Drinks Market Forecast To Hit \$1.87Billion By 2030 Amid Strong Industry Growth

*The Business Research Company's
Postnatal Lactation Drinks Market
Forecast To Hit \$1.87Billion By 2030 Amid
Strong Industry Growth*

LONDON, GREATER LONDON, UNITED
KINGDOM, June 25, 2026

/EINPresswire.com/ -- "The postnatal
lactation drinks market is gaining

considerable attention as awareness about maternal nutrition continues to rise. With increasing interest in products that support breastfeeding and postpartum recovery, this market is set to experience notable growth in the coming years. Let's explore the current market size, driving factors, key regional trends, and future outlook for postnatal lactation beverages.



Expected to grow to \$1.87
billion in 2030 at a
compound annual growth
rate (CAGR) of 10%"

*The Business Research
Company*

Market Size and Expected Growth of the Postnatal Lactation Drinks Market

The market for postnatal lactation drinks has shown strong growth recently and is projected to expand further. From \$1.16 billion in 2025, it is expected to reach \$1.28 billion in 2026, growing at a compound annual growth rate (CAGR) of 9.7%. This historical growth has been fueled by increasing awareness of maternal nutrition after childbirth,

wider acceptance of herbal lactation support products, expansion of organized retail channels for maternal care beverages, rising demand for convenient ready-to-drink options, and greater recommendations from healthcare professionals for postnatal supplementation.

Looking ahead, the market is forecasted to grow even more rapidly, reaching \$1.87 billion by 2030 with a CAGR of 10.0%. Key factors driving this growth include the rising popularity of plant-based lactation drinks, continuous innovation in fortified maternal beverages, growing use of e-commerce platforms for maternal wellness products, stronger focus on clean-label and organic formulations, and increased investment in personalized nutrition solutions for mothers. Trends expected to shape this period include higher demand for nutrient-enriched postnatal recovery drinks, preference for herbal galactagogue ingredients, increasing prominence of plant-based

The Business
Research Company

The Business Research Company



lactation nutrition, expansion of ready-to-drink postnatal options via online sales, and innovations in convenient single-serve packaging.

Download a free sample of the postnatal lactation drinks market report:

https://www.thebusinessresearchcompany.com/sample_request?id=65789538&type=smp&utm_source=EINPresswire&utm_medium=Paid&utm_campaign=Jun_PR

Understanding What Postnatal Lactation Drinks Are

Postnatal lactation drinks are specially designed nutritional beverages aimed at supporting breastfeeding individuals after childbirth. These drinks help boost milk production while replenishing vital nutrients lost during the postnatal period. Typically, they contain a blend of vitamins, minerals, proteins, carbohydrates, and bioactive compounds that promote maternal health, hydration, and recovery. These products complement regular diets by addressing the elevated nutritional needs associated with lactation, helping mothers maintain their wellbeing during this critical phase.

Growing Breastfeeding Awareness as a Key Market Driver

One of the main factors driving the postnatal lactation drinks market is the increasing awareness about the benefits of breastfeeding. This awareness reflects how well mothers and families understand the positive health impacts breastfeeding has on both infants and mothers. Public health campaigns worldwide are educating people about infant nutrition and maternal wellness, motivating new mothers to adopt supportive nutritional habits during the postpartum period, including consuming specialized lactation beverages. These drinks are formulated to enhance milk supply, speed postpartum recovery, and improve overall health outcomes.

For example, in July 2024, the World Health Organization reported that the global rate of exclusive breastfeeding for infants under six months increased by more than 10%, with 48% of infants worldwide now exclusively breastfed. This rise in breastfeeding awareness is directly contributing to the growing demand for postnatal lactation drinks.

View the full postnatal lactation drinks market report:

https://www.thebusinessresearchcompany.com/report/postnatal-lactation-drinks-market-report?utm_source=EINPresswire&utm_medium=Paid&utm_campaign=Jun_PR

Increasing Number of Working Mothers Boosting Demand for Convenient Nutrition

Another important factor propelling market growth is the rising population of working mothers. More women are joining the workforce due to greater financial responsibilities and evolving societal roles, leading to a higher demand for convenient and nutrient-dense nutritional options that support breastfeeding and postpartum recovery. These women need effective solutions to balance their professional and family lives without compromising their health or milk production.

Statistics Canada highlighted that in 2023, the employment rate among mothers reached 79.8%, marking a substantial increase of 39.3 percentage points over the years due to economic, cultural, and policy shifts. This growth in working mothers is pushing demand for ready-to-use,

supportive postnatal products like lactation drinks that fit into busy lifestyles.

Regional Insights into the Postnatal Lactation Drinks Market

In terms of geography, North America held the largest share of the postnatal lactation drinks market in 2025. Meanwhile, Asia-Pacific is anticipated to lead the fastest growth during the forecast period. The market report covers multiple regions including Asia-Pacific, South East Asia, Western Europe, Eastern Europe, North America, South America, the Middle East, and Africa, providing a comprehensive view of global market trends and opportunities.

Our 2026 reports feature deeper market intelligence with market attractiveness scoring and analysis, total addressable market (TAM) analysis, company scoring matrix graphics and tables, Excel-based forecasting dashboards, market hotspots infographics, key technologies and future trend analysis, and updated graphics and tables.

Speak With Our Expert:

Saumya Sahay

Americas +1 310-496-7795

Asia +44 7882 955267 & +91 8897263534

Europe +44 7882 955267

Email: marketing@tbrc.info

The Business Research Company - www.thebusinessresearchcompany.com

Follow Us On:

• LinkedIn: <https://in.linkedin.com/company/the-business-research-company>"

Oliver Guirdham

The Business Research Company

+44 7882 955267

info@tbrc.info

Visit us on social media:

[LinkedIn](#)

[Facebook](#)

[X](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/922132816>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.