

Beyond Awareness: Momcozy Champions the Next Chapter of Breastfeeding Support Across Southeast Asia

KUALA LUMPUR, MALAYSIA, July 21, 2026 /EINPresswire.com/ -- What's [World Breastfeeding Month](#) and Why Does It Matter?

Every year, World Breastfeeding Week unites healthcare professionals, governments, communities and families worldwide to protect, promote and support breastfeeding. Led by the World Alliance for Breastfeeding Action (WABA) in collaboration with the World

Health Organization (WHO), UNICEF and other United Nations partners, the global initiative encourages greater awareness, stronger advocacy and more supportive environments for mothers throughout their breastfeeding journey. This year's campaign continues to encourage collective action to ensure every mother receives the support she needs to breastfeed successfully.

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Ellen Zhou

Since 2023, Momcozy has supported World Breastfeeding Month as part of its global commitment to breastfeeding advocacy. Building on this commitment, the brand expanded the initiative to Southeast Asia IN 2025, reinforcing its support for mothers through trusted education, expert guidance, community initiatives and continuous innovation.

Why More Mothers Are Struggling to Continue Breastfeeding?



Despite growing awareness of breastfeeding's benefits, many mothers across Southeast Asia continue to face practical and emotional challenges that make breastfeeding difficult to sustain. Returning to work, balancing family responsibilities, navigating conflicting advice and managing

physical discomfort remain everyday realities. For many mothers, the challenge is no longer understanding why breastfeeding matters and instead finding the support to continue.

How is Momcozy Redefining Breastfeeding Support?

Recognising this shift, Momcozy believes the next chapter of breastfeeding advocacy should focus on practical resources, trusted professional guidance and supportive communities that empower mothers throughout their breastfeeding journey.

"We often celebrate the beginning of a breastfeeding journey, but not enough attention is given to everything that comes after," said Ellen Zhou, APAC Marketing Director at Momcozy. "While education and emotional support remain essential, many mothers also experience physical discomfort throughout their breastfeeding journey, including breast fullness, engorgement, and discomfort while expressing milk. Gentle warmth and massage have long been recognised by lactation professionals as supportive techniques that may help mothers feel more comfortable during pumping and encourage a smoother let-down experience. As awareness continues to grow across Southeast Asia, we believe the next step is ensuring mothers have the confidence, knowledge, and support they need to continue breastfeeding in everyday life."

What's New this World Breastfeeding Month?

This commitment forms the foundation of "[Breathe & Breastfeed](#)", Momcozy's regional initiative guided by the theme "Support for Every Latch, Letdown and Little Win." Throughout August, Momcozy will collaborate with healthcare professionals, breastfeeding experts and local communities across Southeast Asia to encourage meaningful conversations that help mothers breastfeed with greater confidence.

Alongside the campaign, Momcozy will introduce the [Wellness 1 Warm-Massage Wearable Breast Pump](#) to Malaysia and Singapore, bringing its latest breastfeeding innovation to mothers across the region.

Beyond Awareness: What's Next for Breastfeeding Innovation?

Momcozy is introducing the Wellness 1 Warm-Massage Wearable Breast Pump, the industry's first warm-massage wearable breast pump. Combining gentle warmth and massage with wearable pumping, Wellness 1 is designed to provide a more comfortable pumping experience.

Following its successful North American debut, Wellness 1 quickly became one of Momcozy's best-selling premium breast pumps and was featured by leading parenting, wellness and lifestyle publications, including Bustle, Romper, Fatherly, The Healthy and TechTimes.

The Wellness 1 Early Bird Sale will open at 8:00 PM on 31 July via Momcozy's official website and official TikTok Shop, Shopee and Lazada stores in Malaysia and Singapore, giving mothers early access to the latest addition to Momcozy's maternal wellness portfolio.

More details about Wellness 1 and additional regional initiatives will be announced in the coming weeks as Momcozy continues to celebrate World Breastfeeding Month across Southeast Asia.

Lee Tze Hui

momcozy

+60 11-6812 8544

lee.tze.hui@momcozy.com

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