

Breastfeeding Accessories Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Apparel, Footwear & Accessories (Consumer Goods & Services)
> **Source:** https://www.mordorintelligence.com/industry-reports/breastfeeding-accessories-market
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
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Base Market Size	USD 3.21 billion
Projected Forecast (2031)	USD 3.21 billion
Growth Rate (CAGR)	6.52 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

! [Major players in Breastfeeding Accessories industry](images/chart_2.png)

! [Breastfeeding Accessories Market Size](images/chart_3.png)

! [Breastfeeding Accessories Market Share by Product Type, 2025](images/chart_4.png)

! [Breastfeeding Accessories Market Share by Material, 2025](images/chart_5.png)

! [Breastfeeding Accessories Market Growth Rate by Region](images/chart_6.png)

! [Breastfeeding Accessories Market Concentration](images/chart_7.png)

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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Study Period

2021 - 2031

Market Size (2026)

USD 3.21 Billion

Market Size (2031)

USD 4.37 Billion

Growth Rate (2026 - 2031)

6.52 %

Fastest Growing Market

Asia-Pacific

Largest Market
|

Asia-Pacific
|

Market Concentration
|

Medium
|

Major Players

*Disclaimer: Major Players sorted in no particular order

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Market Overview

Breastfeeding Accessories Market Analysis by Mordor Intelligence

The Breastfeeding Accessories Market size was valued at USD 3.03 billion in 2025 and is estimated to grow from USD 3.21 billion in 2026 to reach USD 4.37 billion by 2031, at a CAGR of 6.52% during the forecast period (2026-2031).

The breastfeeding accessories market is growing as more mothers return to work, driving demand for convenient, portable, and workplace-compatible products. Government and public health initiatives are increasing awareness of lactation support, breastfeeding practices, and the importance of exclusive breastfeeding. The World Health Organization (WHO) and UNICEF (United Nations International Children's Emergency Fund) promote exclusive breastfeeding for infants under six months of age and emphasize the need to strengthen breastfeeding support within healthcare systems. Innovations in wearable, portable, and connected products, along with improved comfort and safer materials, are further supporting product adoption.

Key Report Takeaways

- * By product type, Breastmilk Storage and Feeding Products held 24.74% of the Breastfeeding Accessories Market share in 2025, while Postpartum Recovery Accessories are forecasted to grow at a 7.52% CAGR during 2026-2031.
- * By technology and product format, Manual Accessories held 31.61% of the Breastfeeding Accessories Market share in 2025, while Smart and App-Connected Accessories are forecasted to grow at an 11.21% CAGR during 2026-2031.
- * By material, Polypropylene and BPA-Free Plastics held 35.21% of the Breastfeeding Accessories Market share in 2025, while medical-grade silicone is forecasted to grow at a 9.41% CAGR during 2026-2031.
- * By distribution channel, Off-Trade held 62.41% of the Breastfeeding Accessories Market share in 2025, while On-Trade is forecasted to grow at an 11.11% CAGR during 2026-2031.
- * By geography, Asia-Pacific held 43.72% of the Breastfeeding Accessories Market share in 2025 and is forecasted to grow at a 9.11% CAGR during 2026-2031.

Key Market Trends

Global Breastfeeding Accessories Market Trends and Insights

Drivers Impact Analysis*

Driver
|

(~) % Impact on CAGR Forecast
|

Geographic Relevance
|

Impact Timeline
|

Rising Employment of Women and Return-to-Work Requirements

+1.5%

|

Global, concentrated in North America, Europe, and urban Asia-Pacific

|

Medium term (2-4 years)

|

Growing Breastfeeding Awareness and Access to Lactation Support

|

+1.2%

|

Global, particularly South Asia
and Southeast Asia

|

Long term (≥ 4 years)

|

Increasing Demand for Milk Storage, Feeding, and Hygiene Solutions

|

+0.9%

|

Global, strongest in North
America and Western Europe

|

Short term (≤ 2 years)

|

Rising Adoption of Wearable and Hands-Free Breastfeeding Products

|

+1.1%

|

North America, Europe, Australia,
and high-income Asia-Pacific

|

Medium term (2-4 years)

|

Expansion of Workplace Lactation Programs and Reimbursement Support

|

+0.8%

|

North America and the EU,
emerging in the GCC and parts of Asia-Pacific

|

Medium term (2-4 years)

|

Growing Adoption of Smart and Connected Breastfeeding Accessories

|

+0.7%

|

North America, Europe, South
Korea, Japan, and Australia

|

Long term (≥ 4 years)

|

Source: Mordor Intelligence
|

Competitive Landscape

Competitive Landscape

The breastfeeding accessories market is fragmented, with established healthcare and consumer brands competing alongside emerging and digital-first companies. Key participants include Medela, Philips Avent, Ameda, Willow, Elvie, Lansinoh, Spectra, Ardo Medical, Haakaa, and Momcozy, among others. Established companies compete through broad product portfolios, strong brand recognition, healthcare partnerships, and extensive distribution networks. Emerging players differentiate themselves through product innovation, convenience, wearable formats, and specialized product offerings. Competition spans breast pumps, milk storage and feeding products, breast care accessories, nursing products, and related consumables.

Companies increasingly expand their product portfolios and distribution networks to address diverse consumer segments and purchasing occasions. Established players leverage relationships with hospitals, maternity clinics, pharmacies, and e-commerce platforms, while emerging brands increasingly use direct-to-consumer and online channels to strengthen their market presence. Competition also varies across price tiers. Premium brands emphasize technology, comfort, performance, and clinical credibility, whereas value-oriented players focus on affordability, functional design, and accessibility. Product specialization is particularly prominent among companies offering manual silicone accessories, wearable breast pumps, feeding systems, and nursing care products.

Product innovation and technology remain key competitive factors, particularly as demand grows for wearable, hands-free, and connected breastfeeding solutions. Companies are investing in ergonomic designs, enhanced pumping functionality, app connectivity, and accessory compatibility to differentiate their offerings and strengthen consumer engagement. Meanwhile, regulatory compliance, quality assurance, clinical validation, and established distribution networks provide advantages to larger, more established companies. Overall, competition remains active across product categories and distribution channels, with companies differentiating through innovation, convenience, clinical positioning, brand trust, pricing, and geographic expansion.

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Medela AG

*

Koninklijke Philips N.V.

*

Pigeon Corporation

*

Willow

*

Chiaro Technology Ltd.

*

*Disclaimer: Major Players sorted in no particular order

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Component Component 3 Scope Of The Report Bottom

Global Breastfeeding Accessories Market Report Scope

The breastfeeding accessories market includes products that support breastfeeding, breastmilk expression, storage, feeding, breast care, and maternal comfort. It is segmented by product type, technology, format, material, distribution channel, and geography. The market covers nipple care products, breast pads, storage and feeding products, apparel, and other accessories; manual, electric, wearable, smart, single-use, and reusable formats; and silicone, BPA-free plastics, films, cotton, and other materials. Distribution includes on-trade and off-trade channels. The market covers North America, Europe, Asia-Pacific, South America, the Middle East, and Africa.

By Product Type

Nipple Care and Breast Care Products
|

Breast Pads and Breast Shells
|

Breastmilk Storage and Feeding Products
|

Breastmilk Preparation and Cleaning Products

Breastfeeding Apparel and Comfort Products (medela.com)

Others

Segmentation Accordion Item

By Geography

North America

United States

Canada

|

Mexico

|

|

Rest of North America

|

Europe

|

United Kingdom

|

|

Germany

|

|

France

|

|

Italy

|

|

Spain

|

|

Netherlands

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Poland

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Belgium

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Sweden

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Rest of Europe

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Asia-Pacific

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China

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Japan
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India
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Australia
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Indonesia
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South Korea
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Thailand

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Singapore

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Rest of Asia-Pacific

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South America

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Brazil

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Argentina

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Colombia

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Chile

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Peru

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Rest of South America

|

Middle East and Africa
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South Africa
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Saudi Arabia
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United Arab Emirates
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Nigeria
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Egypt

|

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Morocco

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|

Turkey

|

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Rest of Middle East and Africa

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Frequently Asked Questions

What is the market size of the breastfeeding accessories market?

The breastfeeding accessories market was USD 3.03 billion in 2025, increased to USD 3.21 billion in 2026, and is projected to reach USD 4.37 billion by 2031, representing a 6.52% CAGR during 2026–2031.

Which product category held the largest revenue share in 2025?

Breastmilk Storage and Feeding Products held 24.74% of revenue in 2025. Repeat demand for storage, feeding, cleaning, and hygiene products supports the category

's position across work, travel, and shared caregiving routines. The category also works across manual, electric, and wearable pump formats.

Which technology format is forecasted to grow fastest through 2031?

Smart and App-Connected Accessories are forecast to grow at an 11.21% CAGR during 2026-2031. Session tracking, personalized settings, milk-volume monitoring, and paired applications support demand for connected solutions. Manufacturers are also expanding wearable products that combine convenience with digital features.

What is driving demand for breastfeeding accessories?

Returning-to-work requirements, lactation support, demand for storage products, and wearable designs support product use. Workplace protections can link employees with private pumping space, break time, insurance coverage, and clinical supply channels. These supports can reduce barriers to regular pumping and milk storage during the workday.