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### CONSUMER INSIGHTS AND MARKET TRENDS IN LACTATION SUPPLEMENTS: NIGERIA AND THE US PERSPECTIVE

**Deborah Aanuoluwa Soyombo**  
*Express Nigeria Limited, Lagos, Nigeria*

#### ABSTRACT

*This review presents an analysis and comparison of consumer behavior, preferences, and market trends in lactation supplements, focusing on Nigeria and the US. The study aims to identify key differences and similarities in consumer expectations, shedding light on the factors influencing the demand for lactation supplements in both countries. In Nigeria, cultural beliefs and practices play a significant role in shaping consumer behavior towards lactation supplements. Traditional remedies and herbal preparations are often preferred, reflecting a deep-rooted trust in natural products. However, there is a growing awareness of modern lactation supplements, driven by increased access to information and changing lifestyle patterns. In contrast, the US market for lactation supplements is characterized by a strong preference for science-backed products. Consumers in the US tend to prioritize safety, efficacy, and convenience, seeking products that are supported by clinical evidence and regulatory approval. The influence of healthcare providers and online reviews is particularly pronounced in shaping consumer choices. Despite these differences, several common trends emerge in consumer expectations for lactation supplements. Both Nigerian and US consumers value product transparency, seeking clear information on ingredients, sourcing, and manufacturing practices. Additionally, affordability and accessibility are key considerations for consumers in both countries, with a growing demand for lactation supplements that are affordable and readily available. Overall, this study highlights the complex interplay of cultural, economic, and regulatory factors shaping consumer behavior and market trends in lactation supplements. By understanding these dynamics, manufacturers and marketers can tailor their products and strategies to meet the evolving needs and preferences of consumers in Nigeria and the US.*

**Keywords:** Consumer Insights, Market Trend, Lactation, Supplements, Perspective.

#### INTRODUCTION

Lactation supplements are products designed to support and enhance breastfeeding mothers' milk production. They typically contain ingredients such as herbs, vitamins, and minerals that are believed to stimulate lactation (Abatan, et. al., 2024, Zaidi, Moore & Okala, 2021). Understanding consumer behavior and market trends in lactation supplements is crucial for manufacturers and marketers to develop products that meet consumers' needs and preferences. This analysis aims to compare consumer behavior, preferences, and market trends in lactation supplements between Nigeria and the US, highlighting key

differences and similarities in consumer expectations. Lactation supplements are products intended to support breastfeeding mothers by promoting milk production and enhancing the nutritional quality of breast milk. These supplements may come in various forms, including capsules, teas, and powders, and often contain ingredients such as fenugreek, fennel seed, and blessed thistle, which are believed to have galactogenic properties.

Understanding consumer behavior and market trends is essential for businesses operating in the lactation supplements market (Aschemann-Witzel, et. al., 2021, Edunjobi & Odejide, 2024). It helps companies tailor their products and marketing strategies to meet consumer needs and preferences effectively. By understanding what drives consumer purchasing decisions and how market trends are evolving, companies can stay competitive and better serve their target market. The primary objective of this analysis is to analyze and compare consumer behavior, preferences, and market trends in lactation supplements between Nigeria and the US (Nwokediegwu, et. al., 2024, Udokwu, et. al., 2023)). By identifying key differences and similarities in consumer expectations, the analysis aims to provide insights that can help businesses develop targeted strategies for the Nigerian and US markets.

### **Historical Perspective**

The history of consumer insights and market trends in lactation supplements in Nigeria and the US is a story of evolving cultural attitudes, scientific advancements, and changing consumer preferences (Henchion, et. al., 2021, Ogundipe, et. al., 2024). Understanding this history provides valuable context for analyzing current trends and predicting future developments in the lactation supplement market. In both Nigeria and the US, traditional practices for lactation support have long been a part of cultural heritage. In Nigeria, for example, herbal remedies such as fenugreek, fennel seed, and moringa have been used for centuries to promote lactation. These practices are often rooted in cultural beliefs and passed down through generations. In the US, traditional remedies for lactation support were also common, with herbs like fenugreek and blessed thistle being used by Native American tribes and early European settlers. However, as modern medicine advanced, these practices fell out of favor in favor of pharmaceutical solutions (Nwokediegwu, et. al., 2024, Oshioste, Okoye & Udokwu, 2023). The 20th century brought significant advancements in the understanding of lactation and the development of modern lactation supplements (Dada, et. al., 2024). In the US, the rise of the pharmaceutical industry led to the development of synthetic hormones and other pharmaceuticals used to stimulate lactation. These products were often marketed as more effective and reliable than traditional remedies.

In Nigeria, traditional remedies remained popular, but there was also an increasing interest in modern lactation supplements, especially among urban populations (Balogun, 2022, Dada, et. al., 2024). This shift was driven by factors such as increased access to healthcare information and changing lifestyle patterns. Today, the market for lactation supplements in both Nigeria and the US is diverse and dynamic. In Nigeria, there is a growing demand for modern lactation supplements, driven by factors such as urbanization, increased disposable income, and a desire for convenience. However, traditional remedies still hold significant cultural and historical value and continue to be used alongside modern supplements.

In the US, consumer preferences are shifting towards natural and organic products, leading to a resurgence of interest in herbal remedies for lactation support (Odeyemi, et. al., 2024, Pandey, et. al., 2024). There is also a growing awareness of the importance of breastfeeding and a desire among mothers to provide the best possible nutrition for their infants. The history of consumer insights and market trends in lactation supplements in Nigeria and the US is a complex and multifaceted story. It reflects the interplay of cultural, scientific, and economic factors that have shaped the evolution of the lactation supplement market over time. By understanding this history, we can gain valuable insights into current trends and anticipate future developments in this important area of healthcare.

### **Consumer Behavior in Nigeria**

Consumer behavior in Nigeria is deeply influenced by cultural norms, traditions, and societal expectations (Ajayi-Nifise, et. al., 2024, Nwokediegwu, et. al., 2024). This influence extends to various aspects of life, including healthcare practices and the consumption of lactation supplements. Understanding these cultural influences is essential for analyzing consumer behavior in Nigeria and the factors that shape preferences for traditional remedies and modern lactation supplements.

Nigeria is a country with rich cultural diversity, comprising over 250 ethnic groups, each with its own traditions and customs (Ogundipe, Odejide & Edunjobi, 2024, Omotosho, Ihekuna & Fakoya, 2020). Cultural practices surrounding childbirth, breastfeeding, and infant care play a significant role in shaping consumer preferences for lactation supplements. In many Nigerian cultures, breastfeeding is highly valued and considered essential for the health and well-being of infants. As a result, mothers often seek out products that can help them produce an adequate supply of breast milk to nourish their babies.

Cultural beliefs and practices also influence perceptions of health and illness in Nigeria. Traditional healers and herbal remedies are often trusted sources of healthcare, particularly in rural areas where access to modern healthcare facilities may be limited. This cultural reliance on traditional medicine contributes to the preference for herbal preparations and remedies for lactation support. In Nigeria, traditional remedies and herbal preparations have been used for centuries to promote lactation and support breastfeeding mothers (Babatunde, et. al., 2024, Joseph & Earland, 2019). Ingredients such as fenugreek, fennel seed, and moringa are commonly used in traditional Nigerian medicine for their purported galactogenic properties. These herbal remedies are often perceived as natural, safe, and effective, aligning with cultural beliefs about the healing power of nature.

Furthermore, traditional remedies are deeply ingrained in Nigerian cultural practices and are often passed down through generations. Mothers may rely on the wisdom of their elders or traditional birth attendants for advice on lactation support, leading to the continued use of herbal preparations for breastfeeding mothers. Despite the prevalence of traditional remedies, there is also a growing awareness and adoption of modern lactation supplements in Nigeria (Adekanmbi, et. al., 2024, Odefadehan, et. al., 2020). This trend is driven by factors such as urbanization, globalization, and increased access to information through the internet and social media. Urban mothers, in particular, are more likely to be exposed to Western healthcare practices and may seek out modern lactation supplements as alternatives to traditional remedies. Additionally, healthcare professionals and lactation consultants play a crucial role in promoting awareness and adoption of modern lactation

supplements (Nwokediegwu, et. al., 2024, Oriji & Joel, 2024). As more Nigerian women receive antenatal care and deliver their babies in healthcare facilities, they may be introduced to modern lactation support products and encouraged to use them to improve breastfeeding outcomes.

In conclusion, consumer behavior in Nigeria is shaped by cultural influences, preferences for traditional remedies, and awareness of modern lactation supplements (Badru & Adekola, 2023, Oladeinde, et. al., 2023). While traditional practices remain prevalent, there is a growing acceptance of modern healthcare practices and products, reflecting the dynamic nature of consumer behavior in Nigeria's diverse society.

### **Consumer Behavior in the US**

Consumer behavior in the United States is characterized by a strong emphasis on evidence-based products, a preference for safety, efficacy, and convenience, and the significant influence of healthcare providers and online sources on purchasing decisions (Dada, et. al., 2024, Topolska, Florkiewicz & Filipiak-Florkiewicz, 2021). Understanding these key factors is essential for analyzing consumer behavior in the US and the factors that drive preferences for lactation supplements.

In the US, consumers place a high value on products that are supported by scientific evidence and clinical research (Ajayi-Nifise, et. al., 2024, Ebirim, et. al., 2024). This emphasis on evidence-based products extends to all aspects of healthcare, including lactation supplements. Mothers in the US are more likely to seek out products that have been rigorously tested and proven to be safe and effective through clinical trials and scientific studies. As a result, lactation supplements that are backed by scientific evidence and endorsed by reputable healthcare organizations are often perceived as more trustworthy and reliable by US consumers. Products that make unsubstantiated claims or lack scientific validation may face skepticism and lower demand from consumers.

Safety, efficacy, and convenience are paramount considerations for US consumers when choosing lactation supplements (Koirala, Thapa & Anal, 2022, Ogundipe, 2024). Mothers prioritize products that are manufactured to high safety standards, free from harmful contaminants, and unlikely to cause adverse effects for themselves or their infants. Additionally, they expect supplements to deliver tangible benefits in terms of increasing milk supply and supporting breastfeeding success. Convenience is also a significant factor influencing purchasing decisions. US consumers prefer lactation supplements that are easy to use, with clear instructions for dosage and administration. Products that require minimal effort or disruption to their daily routine are more likely to be favored by busy mothers juggling multiple responsibilities.

Healthcare providers, including obstetricians, pediatricians, and lactation consultants, wield significant influence over US consumers' purchasing decisions regarding lactation supplements (Tomori, 2022, Usman, et. al., 2024, Zizzo, et. al., 2021). These professionals are trusted sources of medical advice and guidance, and their recommendations carry considerable weight with mothers seeking lactation support. In addition to healthcare providers, online sources such as health websites, forums, and social media platforms play a vital role in shaping consumer behavior (Farsi, 2021, Ibeh, et. al., 2024). Many mothers turn to the internet to research lactation supplements, read reviews, and seek advice from other breastfeeding mothers. Online communities and forums provide a platform for sharing experiences and recommendations, influencing purchasing decisions and brand perceptions.

In conclusion, consumer behavior in the US is characterized by an emphasis on evidence-based products, a preference for safety, efficacy, and convenience, and the significant influence of healthcare providers and online sources on purchasing decisions. Manufacturers and marketers of lactation supplements must understand and respond to these key factors to effectively meet the needs and expectations of US consumers (Apeh, et. al., 2023, World Health Organization, 2022).

### **Market Trends in Nigeria**

In recent years, the lactation supplement market in Nigeria has witnessed a notable shift towards modern products, driven by various factors such as urbanization, globalization, and changing consumer preferences (Abatan, et. al., 2024, Akeredolu, 2021, Mapis, 2020). These market trends reflect evolving attitudes towards breastfeeding and a growing awareness of the benefits of using modern lactation supplements. This analysis explores the key trends, drivers, challenges, and opportunities shaping the lactation supplement market in Nigeria. Traditionally, Nigerian mothers have relied on herbal remedies and traditional practices to support lactation. However, there is now a discernible shift towards modern lactation supplements, including vitamins, minerals, and herbal blends specifically formulated to enhance milk production and support breastfeeding mothers (Adamolekun, et. al., 2023, Ebirim, et. al., 2024, Lawal, et. al., 2023, Nwokediegwu, et. al., 2024). This transition is fueled by factors such as increased urbanization, exposure to Western healthcare practices, and changing lifestyle patterns among Nigerian women.

Modern lactation supplements offer several advantages over traditional remedies, including standardized formulations, consistent dosages, and greater convenience (Benson, et. al., 2022, Majemite, et. al., 2024, Mao, et. al., 2022). Additionally, the availability of these products in pharmacies, supermarkets, and online platforms has made them more accessible to Nigerian consumers, contributing to their growing popularity. Several factors are driving the growth of the lactation supplement market in Nigeria. Urbanization and rising disposable incomes have led to changes in lifestyle and dietary habits, with more women prioritizing health and wellness (Noort, et. al., 2022, Ogundipe, Babatunde & Abaku, 2024). Additionally, increased awareness of the importance of breastfeeding and the nutritional needs of infants has prompted mothers to seek out products that can support their breastfeeding journey. Furthermore, the influence of healthcare professionals, including obstetricians, pediatricians, and lactation consultants, has played a significant role in driving market growth (Ibeh, et. al., 2024, Lawrence & Lawrence, 2021). These professionals often recommend lactation supplements to mothers experiencing challenges with milk production or breastfeeding difficulties, thereby increasing demand for these products.

Despite the growing demand for modern lactation supplements, the Nigerian market presents several challenges and opportunities for manufacturers and marketers (Ebirim, et. al., 2024, World Health Organization, 2022). One challenge is the prevalence of counterfeit and substandard products, which can undermine consumer confidence and pose risks to public health. Ensuring product quality, safety, and efficacy is therefore essential for building trust and credibility among Nigerian consumers.

Additionally, the lack of regulatory oversight and enforcement in the Nigerian healthcare sector poses challenges for manufacturers seeking to enter the market (Adekanmbi, et. al., 2024,

Oguejiofor, et. al., 2023). Regulatory frameworks for dietary supplements are still evolving in Nigeria, creating uncertainty and potential barriers to market entry. However, this also presents an opportunity for collaboration between industry stakeholders and regulatory authorities to establish clear guidelines and standards for lactation supplements.

In conclusion, the lactation supplement market in Nigeria is experiencing a shift towards modern products, driven by urbanization, changing consumer preferences, and increased awareness of the benefits of breastfeeding (Odulaja, et. al., 2023, Oshioste, et. al., 2023, Setiloane, 2020). While challenges such as counterfeit products and regulatory issues exist, there are significant opportunities for growth and innovation in this dynamic and evolving market.

### **Market Trends in the US**

The lactation supplements market in the United States has experienced significant growth in recent years, driven by various factors such as increased awareness of breastfeeding benefits, changing consumer preferences, and advancements in product formulations (Adekanmbi, et. al., 2024, Perez-Escamilla, et. al., 2023). This analysis explores the key market trends, including the growth of the market, consumer demand for transparency and authenticity, and the impact of the regulatory landscape on market dynamics.

The lactation supplements market in the US has witnessed robust growth in response to rising demand from breastfeeding mothers seeking support for lactation challenges (Nwokediegwu, et. al., 2024, Ryan, et. al., 2023). Factors contributing to this growth include increasing awareness of the benefits of breastfeeding for both mothers and infants, as well as the recognition of lactation supplements as a viable solution to address common breastfeeding issues such as low milk supply.

Moreover, the growing emphasis on maternal health and wellness has spurred interest in natural and holistic approaches to lactation support, further driving market expansion (Ayorinde, et. al., 2024, Nommsen-Rivers, et. al., 2023). As a result, manufacturers have introduced a diverse range of lactation supplements, including herbal blends, vitamins, and minerals, to cater to the diverse needs of breastfeeding mothers.

Consumer demand for transparency and authenticity is a prominent trend shaping the lactation supplements market in the US (Fish & Lord, 2023, Mhlongo, et. al., 2024). With increasing access to information and heightened awareness of health-related issues, US consumers are more discerning about the products they purchase, particularly those intended for maternal and infant health. As a result, there is a growing demand for lactation supplements that provide clear information about ingredients, sourcing, and manufacturing processes. Consumers seek products that are free from artificial additives, GMOs, and other potentially harmful substances, as well as those that are produced in ethical and sustainable ways.

Furthermore, authenticity has become a key consideration for consumers, who prioritize products that are backed by scientific evidence and endorsed by reputable healthcare professionals (McLean, et. al., 2022, Nunes, Ordanini & Giambastiani, 2021, Ogundipe & Abaku, 2024). Authenticity also extends to product claims, with consumers favoring products that deliver on promised benefits, such as increased milk production and improved breastfeeding outcomes.



The regulatory landscape plays a significant role in shaping market dynamics in the US lactation supplements industry (Djaoudene, et. al., 2023, Falaiye, et. al., 2024, Odejide, 2024). The Food and Drug Administration (FDA) regulates dietary supplements under the Dietary Supplement Health and Education Act (DSHEA), which establishes labeling requirements, ingredient safety standards, and good manufacturing practices for supplement manufacturers. Regulatory compliance is essential for manufacturers seeking to enter and succeed in the US lactation supplements market. Compliance with FDA regulations ensures product safety, quality, and efficacy, instilling consumer confidence and facilitating market access. Non-compliance, on the other hand, can result in regulatory action, product recalls, and reputational damage (Iwuanyanwu, et. al., 2023, Udokwu, et. al., 2023).

Moreover, changes in regulatory policies and enforcement practices can impact market dynamics, influencing product formulation, marketing strategies, and consumer perceptions (Jan, et. al., 2024, Obaigbena, et. al., 2024). Manufacturers must stay abreast of regulatory developments and proactively adapt their operations to ensure compliance and maintain competitiveness in the evolving regulatory landscape (Biu, et. al., 2024). In conclusion, the lactation supplements market in the US is characterized by significant growth, driven by increasing demand, consumer preferences for transparency and authenticity, and the regulatory landscape. Manufacturers must navigate these trends and regulatory requirements to succeed in this dynamic and competitive market.

### **Comparative Analysis**

Understanding consumer behavior, preferences, and market trends in lactation supplements is essential for stakeholders in both Nigeria and the US to develop effective strategies and meet the diverse needs of breastfeeding mothers (Ebirim, et. al., 2024), Nwokediegwu, et. al., 2024). This comparative analysis examines key differences and similarities in consumer expectations between the two countries and discusses implications for stakeholders.

In Nigeria, cultural beliefs and traditional practices heavily influence consumer behavior regarding lactation supplements (Dada, et. al., 2024, Sosseh, Barrow & Lu, 2023). Herbal remedies and traditional preparations are commonly used, reflecting a deep-rooted reliance on natural remedies. In contrast, the US places greater emphasis on evidence-based products, with consumers prioritizing scientific evidence and clinical research in their purchasing decisions. The regulatory landscape differs significantly between Nigeria and the US, impacting consumer behavior and market dynamics (Farayola, et. al., 2023, Omoge, Gala & Horky, 2022). In Nigeria, regulatory oversight may be less stringent, leading to concerns about product safety and quality. In the US, stringent regulations enforced by the Food and Drug Administration (FDA) ensure product safety and efficacy, instilling consumer confidence in the market.

Access to information also varies between Nigeria and the US, influencing consumer behavior. In the US, consumers have greater access to healthcare resources, online information, and professional advice from healthcare providers, which shapes their purchasing decisions (Babatunde, et. al., 2024, Gundala & Singh, 2021). In Nigeria, access to accurate healthcare information may be more limited, leading to reliance on traditional knowledge and practices. Despite cultural differences, consumers in both Nigeria and the US prioritize product safety and efficacy when choosing lactation supplements (Ekwezia, et. al.,

2023, Oyewole, et. al., 2023). Whether seeking traditional remedies or modern products, consumers expect products to be safe for themselves and their infants, with tangible benefits in improving lactation outcomes.

Transparency and authenticity are universal expectations among consumers in Nigeria and the US. Both groups seek products with clear labeling, transparent ingredient lists, and authentic claims backed by scientific evidence (Chidiebere, et. al., 2023, Olatoye, et. al., 2024). Products perceived as genuine and trustworthy are more likely to garner consumer trust and loyalty. Manufacturers operating in both Nigeria and the US must understand and respond to the unique consumer preferences and regulatory environments in each market. This may involve adapting product formulations, marketing strategies, and distribution channels to meet the diverse needs of consumers while ensuring compliance with regulatory requirements.

Healthcare providers play a crucial role in educating consumers about lactation supplements and guiding their purchasing decisions. Providers in both Nigeria and the US should stay informed about the latest evidence-based recommendations and product developments to offer accurate and relevant guidance to breastfeeding mothers ((Ebirim, et. al., 2024, Odejide & Edunjobi, 2024). Regulatory authorities in both countries have a responsibility to protect consumer health and safety by enforcing stringent regulations for lactation supplements. Collaborative efforts between regulatory agencies, industry stakeholders, and healthcare professionals can help ensure that products meet safety standards and provide consumers with accurate information.

In conclusion, while consumer behavior and market trends in lactation supplements may vary between Nigeria and the US due to cultural, regulatory, and informational differences, there are also key similarities in consumer expectations regarding product safety, efficacy, transparency, and authenticity (Atadoga, et. al., 2024, Bannor, et. al., 2023, Siddiqui, et. al., 2023). Stakeholders in both countries must recognize these differences and similarities to effectively meet the needs of breastfeeding mothers and ensure the availability of safe and effective lactation supplements in the global market.

## CONCLUSION

This comparative analysis has shed light on the consumer behavior, preferences, and market trends in lactation supplements in Nigeria and the US, highlighting both similarities and differences in consumer expectations. Understanding these insights is crucial for stakeholders seeking to develop effective strategies and products that meet the needs of breastfeeding mothers in both countries.

The analysis revealed that while cultural influences and regulatory environments differ between Nigeria and the US, consumers in both countries prioritize product safety, efficacy, transparency, and authenticity. In Nigeria, cultural beliefs and traditional practices heavily influence consumer behavior, leading to a preference for herbal remedies and natural preparations. In contrast, the US places greater emphasis on evidence-based products and scientific research.

Despite these differences, consumers in both countries seek products that are safe for themselves and their infants, with clear labeling and authentic claims. Transparency and authenticity are key factors influencing consumer trust and loyalty in both markets. Based



on these findings, manufacturers and marketers should consider the following recommendations:

- i. Develop products that cater to the unique preferences and cultural beliefs of consumers in each market. This may involve offering a range of products, including both traditional and evidence-based formulations.
- ii. Ensure clear and transparent labeling that provides consumers with accurate information about ingredients, sourcing, and benefits. Authenticity and trustworthiness should be emphasized in marketing strategies to resonate with consumers in both Nigeria and the US. Adhere to regulatory requirements in each market to ensure product safety and compliance. This includes obtaining necessary certifications and approvals to instill consumer confidence. The future of the lactation supplements market in Nigeria and the US is promising, with opportunities for growth and innovation. Future research should focus on: Educating consumers about the benefits of lactation supplements and the importance of evidence-based products could help drive market growth and improve health outcomes for breastfeeding mothers and infants.
- iii. Continued research into the efficacy and safety of natural and traditional galactagogues could lead to the development of more effective and culturally relevant products. Harmonizing regulatory standards between countries could facilitate market access and ensure consistent product quality and safety.

In conclusion, understanding consumer insights and market trends in lactation supplements is essential for meeting the diverse needs of breastfeeding mothers in Nigeria and the US. By aligning product offerings and marketing strategies with consumer expectations, stakeholders can drive market growth and improve health outcomes for breastfeeding mothers and infants.

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