



Analysis of Nursing Survey Data

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NEIDHARDT COMMUNICATIONS

Executive Summary

Introduction

This report delivers a thorough assessment of survey data focused on the evolving clothing preferences, desires, and needs of nursing mothers. Engaging 144 nursing moms through social media and word-of-mouth referrals, we have gathered rich, diverse data. This data, enhanced by AI-driven market analysis, offers an in-depth understanding of nursing mothers' preferences and requirements, leading to innovative AI-driven product concepts. Our approach synergizes traditional qualitative and quantitative research methods with AI, enabling us to not only conceive novel product recommendations but also to refine product development strategies.

The incorporation of AI has been instrumental in unveiling deeper market trends and consumer needs. This ensures our findings are attuned to contemporary fashion trends while also addressing practicality, durability, adaptability, marketability, and profitability. This tri-modal methodology effectively captures the real experiences and challenges faced by nursing mothers, providing detailed insights into their daily lives. This enriches our understanding of their specific needs for maternity clothing and highlights current market gaps.

Ultimately, this study offers valuable insights for enhancing the design and functionality of nursing wear. By attuning to the dynamic needs of modern mothers, our research is well-positioned to meet their evolving requirements, potentially reshaping the nursing wear market to better serve these women.

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Methodology

Methodology

In any research study, the methodology is a structured framework that outlines how data is collected, analyzed, and interpreted to draw meaningful conclusions. It serves as the backbone of research, ensuring that the findings are reliable, valid, and applicable to the intended audience. In our study, focusing on the clothing preferences of nursing mothers, we employed a trimodal approach comprising both quantitative and qualitative analyses, and AI-driven market analysis. This mixed-methods approach enabled us to gain a thorough understanding of the mothers' needs and preferences and understand how they fit into the \$12.25 billion maternity and \$1.5 billion maternity bras markets.*

Quantitative Approach

Data Collection: We gathered data on a range of variables including family size (number of children nursed), the duration of nursing (total months of nursing per respondent), and specific preferences related to nursing wear. This data was collected through a structured survey, allowing for standardized responses that could be easily quantified.

Data Analysis: The collected data was then subjected to statistical analysis. We calculated descriptive statistics such as mean, median, mode, and standard deviation to understand the central tendencies and variations in the data. We then studied the relationships between variables and provide a correlation matrix elsewhere in this report. This quantitative analytical approach provided a solid foundation for identifying trends and patterns related to family dynamics and nursing durations, which are crucial in understanding the needs of nursing mothers in different life stages.

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Methodology, cont'd.

Qualitative Approach

Textual Data Collection: Alongside numerical data, we gathered textual responses from the respondents. These responses provided in-depth insights into the personal experiences, challenges, and desires of the nursing mothers regarding their clothing.

Thematic Analysis: The textual data was reviewed to identify recurring themes and patterns. This qualitative approach involved a detailed examination of the comments on various aspects such as style, functionality, comfort, and overall satisfaction with current nursing wear options. By analyzing these responses, via Python Programming and Natural Language Processing, we were able to uncover nuanced perspectives on what nursing mothers value in their clothing, ranging from the practicality of the designs to the emotional impact of wearing clothes that are both functional and fashionable.

Integration of Quantitative and Qualitative Data

The combination of quantitative and qualitative data allowed us to deeply understand nursing mothers' clothing preferences and frustrations. While the quantitative data provided measurable insights into the general trends and requirements, the qualitative data enriched these findings with personal experiences and specific needs. With the addition of AI, this integrative approach was instrumental in formulating recommendations for the development of new nursing wear products that are not only based on statistical evidence and market analysis, but also deeply rooted in the lived experiences of nursing moms.

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Demographic Insights & Design Imperatives

The age distribution among survey respondents highlights a notable concentration around 36 years, reflecting the diverse spectrum of nursing mothers. This range includes young, first-time moms as well as older, more experienced mothers in their fifties, underscoring the varied needs and preferences across different life stages in our study. This diversity across different ages and life stages highlights the need for nursing attire that is adaptable, durable, and caters to a variety of style preferences, price points, and functional needs. Feedback from mothers of varied family sizes and nursing durations has been instrumental in shaping our product recommendations. They have emphasized the need for clothing that is not only cute and professional but also supportive, washable, lightweight, easy to care for, and stain-resistant. These insights have steered our focus towards creating versatile designs that integrate seamlessly into a mother's daily life — be it at home, in the workplace, or in social settings — while also accommodating the unique postpartum body changes with both comfort and style. Nursing moms face numerous challenges, wrestling with clothing shouldn't be one of them.

Family Dynamics and Nursing Durations

The survey revealed insightful details about family dynamics and nursing durations, emphasizing the diverse needs of nursing mothers. On average, mothers in our survey have 2.43 children, but this number varies significantly, with some families having just one child and others having as many as nine. This range in family size highlights the necessity for nursing wear that is versatile and accommodating, able to support mothers through different stages of motherhood and various nursing experiences.

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Family Dynamics and Nursing Durations

Moreover, the total cumulative years of nursing among the participants amount to 475.5 years. This significant figure reflects a sustained and ongoing need for nursing-related products. It's clear from this data that mothers are looking for nursing attire that is not only functional but also durable. They need clothing that can withstand the demands of extended use over the years, maintaining both its practical features and style. This longevity is crucial, as mothers often require nursing wear that can last through multiple stages of their parenting journey, and often have limited budgets.

Overall, these insights about family sizes and the duration of nursing underscore the importance of developing nursing wear that is not only adaptable to various body changes and preferences but also built to last, serving mothers effectively throughout their nursing years.

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Emphasizing Cute, Professional, and Functional Designs

Data revealed that nursing mothers have specific preferences when it comes to the design of their clothing. They are looking for styles that are both appealing and practical, suitable for a range of social settings - from home life to professional environments and social occasions. Repeatedly stated was the desire to look both “professional” and “cute” when desired. This highlights the importance of creating versatile clothing designs that can easily fit into a woman's everyday wardrobe, ensuring that they feel both attractive and appropriately dressed for various situations.

Additionally, the changes a woman's body undergoes after giving birth mean that comfort and support are paramount in nursing wear. Mothers need clothing that not only accommodates these changes but also provides a supportive and comfortable fit. This kind of design promotes ease of movement and helps mothers feel confident and comfortable in their postpartum bodies.

Moreover, the practicalities of nursing mean that easy-care features are highly valued. Mothers prefer clothing made from materials that are simple to wash and maintain. Key characteristics include machine-washable, durable, and stain-resistant fabrics. These features ensure that the clothing remains in good condition, despite the frequent washing and wear that is common with nursing attire. This focus on practical, yet stylish and comfortable clothing, caters to the multifaceted needs of nursing mothers.

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Market Opportunities & Key Themes

Our analysis also revealed a range of important themes in moms' preferences, including ease of access, style, variety, comfort, discretion, modesty, and affordability. These findings suggest that there is significant potential for innovation in this market. Nursing mothers are on the lookout for products that truly meet their needs, but many existing options don't quite hit the mark. There's a clear opportunity here for the development of nursing products that not only addresses these key areas but also strikes a balance between being fashionable, functional, and affordable. This approach could significantly resonate with nursing mothers, fulfilling their specific requirements while staying within a reasonable budget.

- **Ease of Access and Functionality:** One of the central themes highlighted by the survey is the demand for nursing wear that enables quick and effortless breastfeeding. Mothers are in search of clothing that combines innovative design with practicality, allowing for easy nursing access while maintaining style and ensuring privacy. Key features that are particularly sought after include one-handed access mechanisms and discreetly integrated openings or zippers. These elements should be designed to blend seamlessly into the garment, offering both convenience and a fashionable appearance.
- **Style and Variety:** There was also a pronounced desire among respondents for more fashionable options in nursing clothing. Mothers are looking for choices that go beyond traditional maternity styles, yearning for contemporary, chic apparel that keeps pace with current fashion trends. This demand is not limited to casual wear; it also includes a need for professional and formal nursing attire, highlighting a significant market gap in these specific categories.

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Key Themes

- **Discretion and Modesty:** A significant concern for many mothers is the ability to nurse with privacy. They prioritize nursing wear that enables discreet breastfeeding while providing adequate coverage. This aspect is especially important for comfortable and modest nursing in public spaces, ensuring that mothers can breastfeed without feeling exposed.
- **Comfort and Fit:** Comfort and an accommodating fit are essential for nursing wear, given the variations in postpartum body shapes. Mothers seek clothing that can adjust to their changing bodies, providing a supportive yet comfortable fit. This preference underscores the importance of using flexible materials and designing garments that are flattering to the postpartum figure, neither too tight nor overly loose.
- **Supportive Designs:** There is a clear need for improved breast support in nursing wear. This includes nursing bras, tops, and tanks that not only offer adequate support but are also gentle and comfortable for everyday use. Such designs should strike a balance between the practical requirements of nursing and the comfort typically associated with regular clothing.
- **Material Preferences:** Mothers have expressed a preference for lightweight, breathable fabrics rather than thick, heavy layers. They favor materials that are easy to clean, resist stains, and are durable enough to endure regular laundering. These preferences reflect the practical needs and challenges faced during motherhood, where convenience and longevity of clothing are paramount.
- **Affordability:** Cost is a crucial consideration for many mothers. While there is a segment willing to pay more for high-quality nursing wear, a significant portion of the market seeks budget-friendly options. This highlights an opportunity for diverse pricing strategies, offering products at various price points to accommodate different financial situations.

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Price Sensitivity Analysis

Not surprisingly, there is significant price sensitivity among nursing mothers. As previously stated, the survey revealed a wide array of financial preferences and thresholds among them. There was a notable variation in the willingness to pay, ranging from budget-conscious choices to a preference for higher-end nursing wear. This indicates a diverse market that spans the economic spectrum. The survey was designed to extract specific insights into pricing preferences, and the responses provided a detailed view of the financial considerations within the market. These findings are instrumental in informing a strategic pricing approach. Adopting a tiered pricing strategy will allow the brand to cater to different economic backgrounds and perceptions of value, offering a spectrum of products from affordable essentials to premium options. This approach aims to enhance market reach and customer satisfaction by aligning product pricing with the diverse financial needs of nursing mothers.

Key Findings:

- **Price Range Diversity:** The study found a significant variation in how much nursing mothers are willing to spend on nursing wear, highlighting diverse financial capacities and value perceptions. Some participants indicated a willingness to spend as little as \$7 on certain items, while others expressed openness to premium options priced up to \$1000. This wide range underscores a market that caters to various economic backgrounds, offering products across a broad pricing spectrum.
- **Affordability of Everyday Wear:** For everyday nursing shirts and tops, which for many women deem somewhat temporary, the price expectations predominantly ranged from \$15 to \$40. This pricing trend indicates that the bulk of the market is looking for reasonably priced daily wear, prioritizing functional and comfortable nursing wear within a moderate price bracket.

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Price Sensitivity Analysis, cont'd.

- **Dresses:** The survey indicated a diverse range of price points for nursing dresses, with some options valued as high as \$100. This variety reflects a demand for dresses that cater to different occasions, from everyday wear to more formal events, highlighting a willingness among mothers to invest more in versatile or special-occasion nursing dresses.
- **Formal Wear:** In the realm of formal nursing wear, prices tended to be higher, with mothers open to spending from \$50 to over \$100. This segment, though more niche, suggests a market for upscale, quality nursing attire designed for formal events and special occasions.
- **Bras:** As for nursing bras, the price expectations were fairly uniform, with a general comfort level up to \$50. This suggests a significant emphasis on the quality, support, and comfort of nursing bras, with mothers showing a readiness to invest in well-made, supportive undergarments.
- **Luxury Segment:** A distinct group of respondents displayed an interest in high-end, designer nursing wear, with some willing to invest up to \$1000 for dresses and \$100 for bras. This indicates a smaller yet potentially profitable niche for luxury nursing wear that combines premium quality with fashion-forward design.
- **Economical Choices:** A notable portion of mothers preferred more affordable options, with prices under \$50. This reflects a strong demand for cost-effective, budget-friendly nursing wear, catering to the financial constraints of a larger consumer segment.
- **Ambiguity in Pricing Preferences:** A number of respondents did not specify price points for certain items, which might suggest either a lack of clear preference or uncertainty about what constitutes a reasonable price. This points to an opportunity to educate the market and clarify the value proposition of different nursing wear categories.

Executive Summary

Price Sensitivity Analysis, cont'd.

In conclusion, the diverse price sensitivities observed among nursing mothers point to a market with varied expectations regarding value, quality, and functionality. This diversity suggests the effectiveness of a tiered pricing strategy, which would encompass a spectrum of products from budget-friendly essentials to premium, high-end options. Such an approach broadens market appeal by catering to the differing financial capabilities and preferences of nursing mothers, thereby maximizing market penetration and enhancing overall customer satisfaction.

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Fashion Fixes and Material Concerns

The study also considered the critical elements of design and fabric choice that are fundamental to the creation of effective nursing products. The goal was to align our products with both functional requirements and modern style sensibilities, ensuring practicality and contemporary appeal. Key findings include:

- **Contemporary Design Emphasis:** Our findings demonstrate a desire for modern styles that cater to the practicalities of nursing while reflecting current fashion trends. This ensures that nursing wear is not just functional but also fashionable, comparable to regular apparel.
- **Diverse Style Options:** There is need to expand the variety of styles, especially in dresses and tops, to suit various occasions. This broadens the appeal of nursing wear, making it versatile enough for both everyday use and special events.
- **Material Focus:** Priority is given to stretchable, comfortable, easy-to-maintain, and stain-resistant fabrics. These materials are chosen for their dual role in enhancing functionality and aesthetic appeal, offering durability and practicality for nursing mothers.

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Recommendations

After evaluating the data, we supplemented findings with AI-enhanced market analysis, and have identified several innovative nursing wear concepts. These designs emerge from a blend of consumer insights, data analysis, and in-depth market research. This integrated approach is designed to ensure that our proposed concepts are attuned to the practical requirements and preferences of nursing mothers. Thus, our proposed product lineup includes:

- **Wrap Shirts:** Combining comfort and style, these shirts offer easy nursing access through an adjustable wrap design. They are tailored to flatter the postpartum body with soft, stretchy materials, making them versatile for both casual and professional settings.
- **The Versa Dress:** This dress is the essence of versatility, easily transitioning from casual to professional environments. It features hidden zippers for discreet nursing and a supportive bust area to accommodate body changes. Made from stretchable, stain-resistant fabric, the Versa Dress is practical for busy moms, providing elegance without compromising functionality.
- **The Supportive Top:** This top is a blend of fashion and function, designed with built-in support to negate the need for a separate nursing bra. It offers discreet nursing access, caters to a variety of styles with modern patterns and colors, and is tailored to enhance the postpartum figure. Suitable for both casual and semi-formal occasions, it's a versatile addition to a nursing mother's wardrobe.
- **The Dual-Purpose Bra:** More than just a nursing necessity, this bra combines practicality with style. It offers easy breastfeeding access and serves as a fashionable undergarment. Available in diverse colors and patterns, it's designed for comfort and support, adapting to postpartum body changes with breathable materials. Its sleek design makes it a perfect choice for daily wear, work, or social events.

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Conclusion

This comprehensive analysis of survey responses from 144 nursing mothers has yielded valuable insights for the development of nursing wear products that truly meets their needs. The study's findings emphasize the importance of ease of access and care (including stain resistance), style, comfort, discretion, and affordability in nursing attire. Mothers seek clothing that is cute, professional, and functional, highlighting a market eager for innovative and practical solutions. The proposed product line, including wrap shirts, versatile dresses, supportive tops, tanks, and dual-purpose bras, is a direct response to these needs.

Moving forward, the insights from this study will be foundational for shaping the development and marketing of nursing wear, offering potential for further research and market expansion. This research not only reveals a significant opportunity in the nursing wear market but also provides a strategic roadmap for addressing the complex needs of nursing mothers. By doing so, it sets the stage for transforming the industry and establishing new standards in maternity fashion, with a focus on offering innovative attire that combines practicality and style for nursing mothers.

A man with a beard, wearing a blue sweater, is drawing a bar chart on a glass surface with a white marker. The chart has four bars of increasing height. A line graph is also drawn, starting from the top of the first bar and sloping downwards. The background is blurred, showing other people in a meeting.

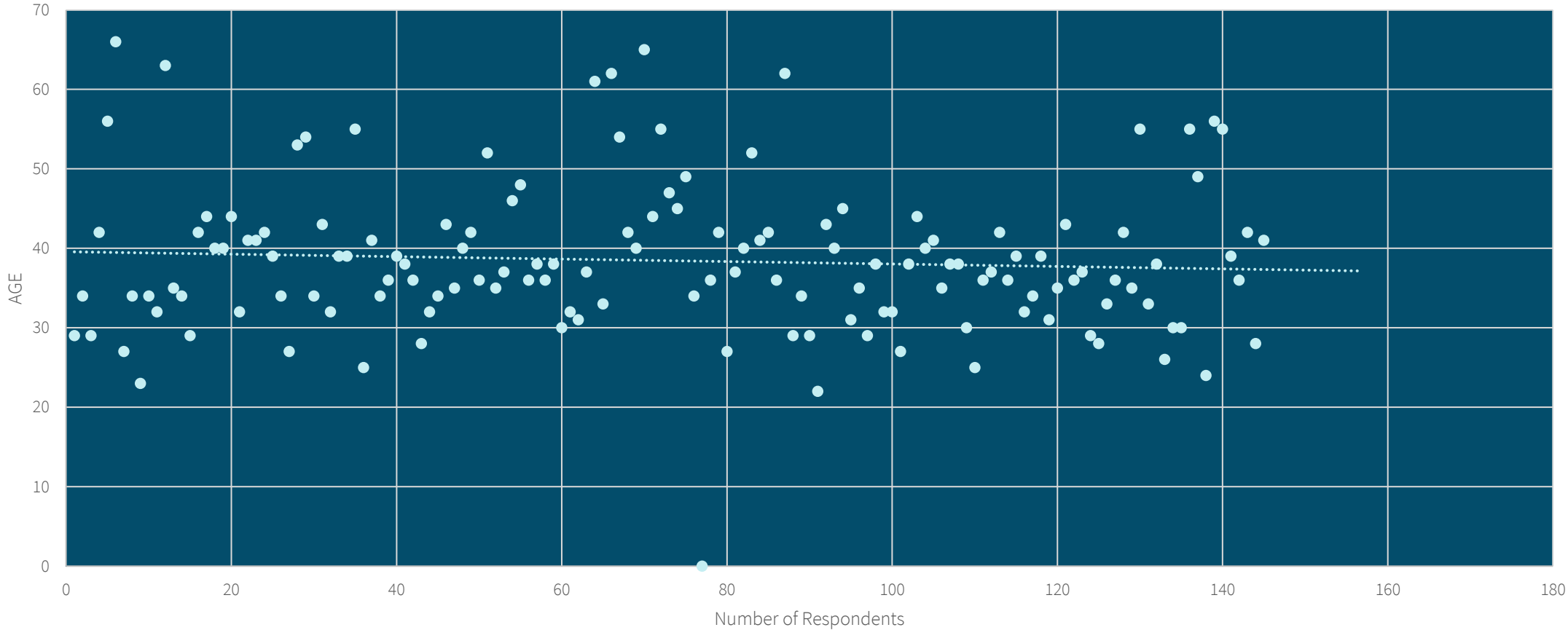
Data Analysis

Summary Statistics

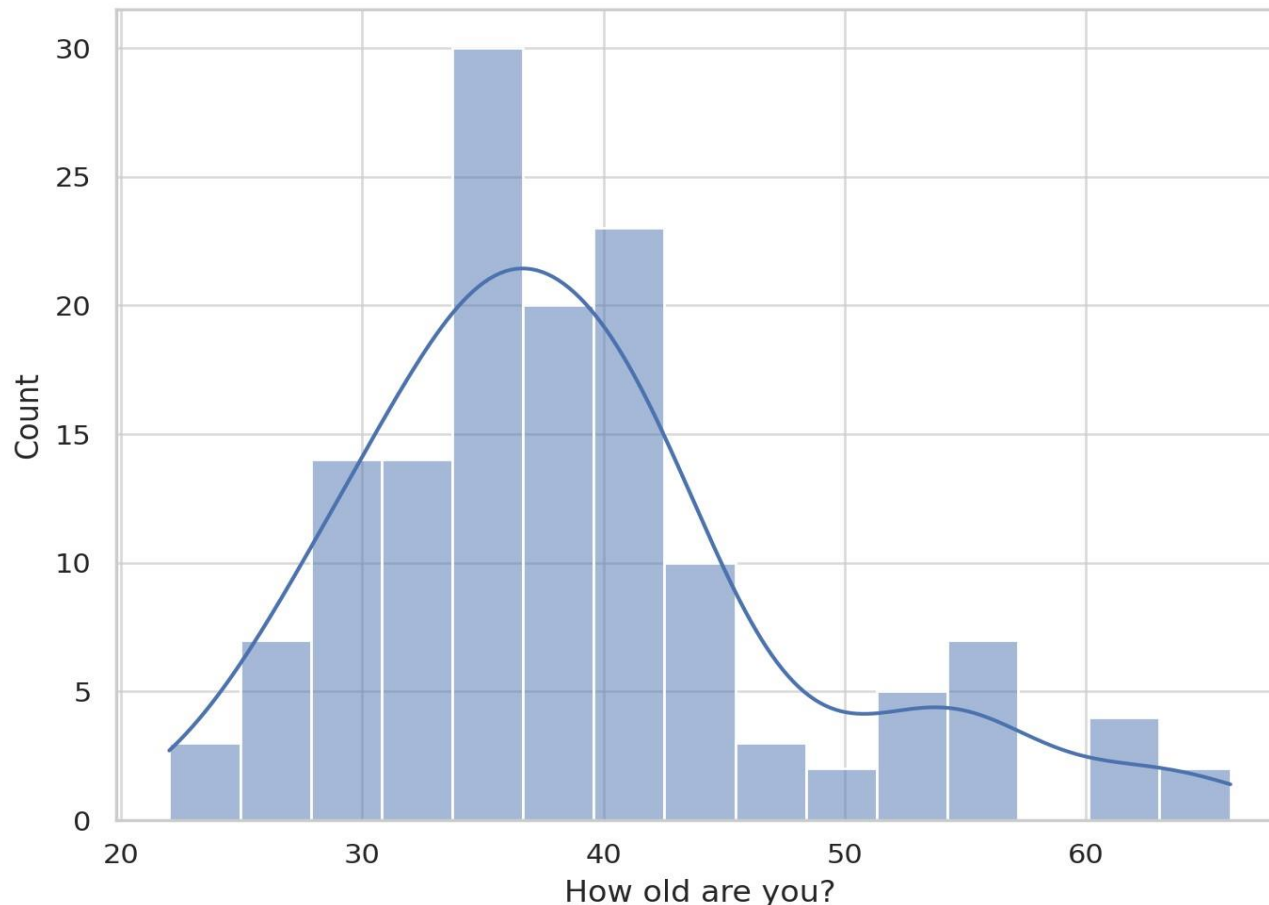
METRIC	VALUE
Respondents	144
Average Age of Respondents	38.7
Minimum Age of Respondents	22
Mode	36
Median Age	37
Maximum Age	66
Number of Mothers Aged 30	4
Number of Mothers Aged 25-45	118
% of Mothers Aged 25-25	81.94%

Age Scatterplot

Mode: Age 36

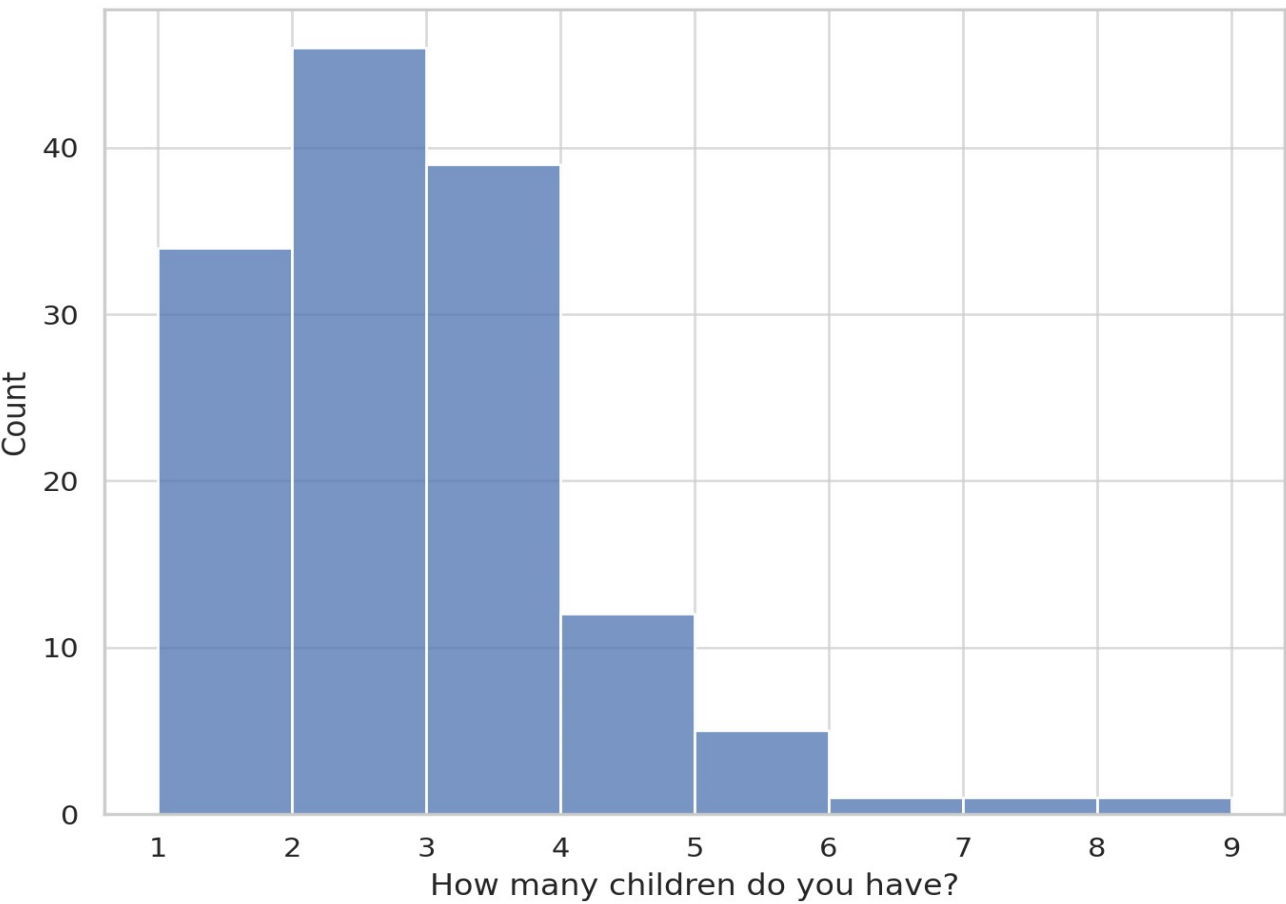


Age Distribution of Respondents



Insights into maternal age from the survey data highlight a diverse range of needs in nursing clothing. Primarily, mothers aged 30 to 50 emerge as the core demographic, indicating a significant market among those balancing career and childcare. This group likely seeks professional yet practical nursing attire. The wide age range of respondents, from early 20s to over 60, underscores the necessity for versatile clothing options catering to various life stages. A noticeable concentration of responses from mothers in their late 30s to early 40s suggests a heightened demand in this segment, particularly for workplace-appropriate nursing wear. Additionally, the presence of older mothers in the survey points to the importance of inclusive design, accommodating different preferences in comfort, support, and style across all maternal age groups.

Number of Children Distribution & Duration of Nursing



Number of Children

Metric	Value
Mean	2.43
Median	2
Mode	2
MInimum	1
Max	9
Range	*8

Duration of Nursing

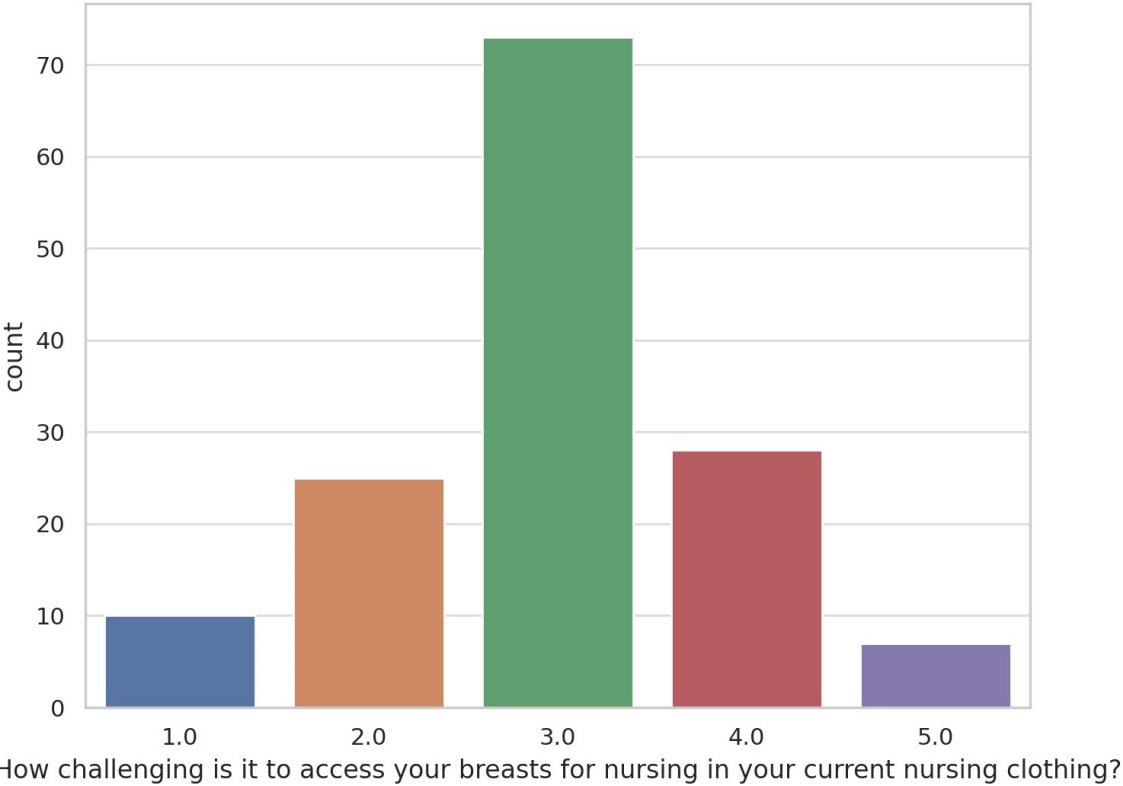
Metric	Value
Total Children Nursed	347
Total Months Nursed	5705.5
Total Years Nursed	475.5

Statistical Summary

Descriptive Statistics

Statistic	Access Breasts	Support	Discretion	Stylish/Fashionable	Ethics/Sustain.	Freq. of Use
Mean	2.98	3.96	4.26	4.09	3.19	3.31
Median	3.0	4.0	5.0	4.0	3.0	3.0
Mode	3.0	4.0	5.0	4.0	3.0	5.0
Standard Deviation	0.923	0.960	1.021	0.915	1.114	1.458
Minimum	1.0	1.0	1	1.0	1.0	1.0
Maximum	5.0	5.0	5.0	5.0	5.0	5.0

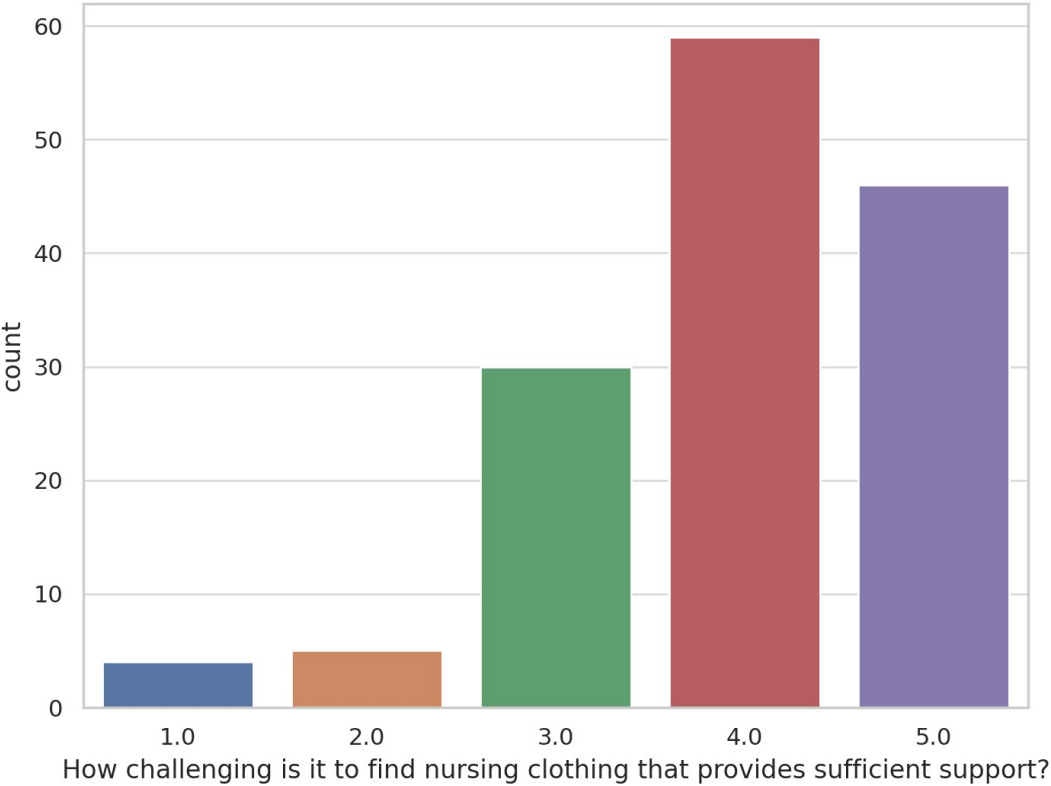
Challenges in Accessing Breasts for Nursing



METRIC	VALUE
Mean	2.98
Median	3.0
Stand Deviation	0.92
Minimum	1.0
Maximum	5.0

From these insights, we can infer that most mothers find accessing their breasts for nursing to be of moderate difficulty, with a tendency towards being slightly easier than harder. There is some variation in responses, but not a significant amount, which indicates that the experiences of difficulty are somewhat consistent among the respondents. This information can be crucial for designing nursing wear that minimizes difficulty and caters to the common experience of the surveyed group.

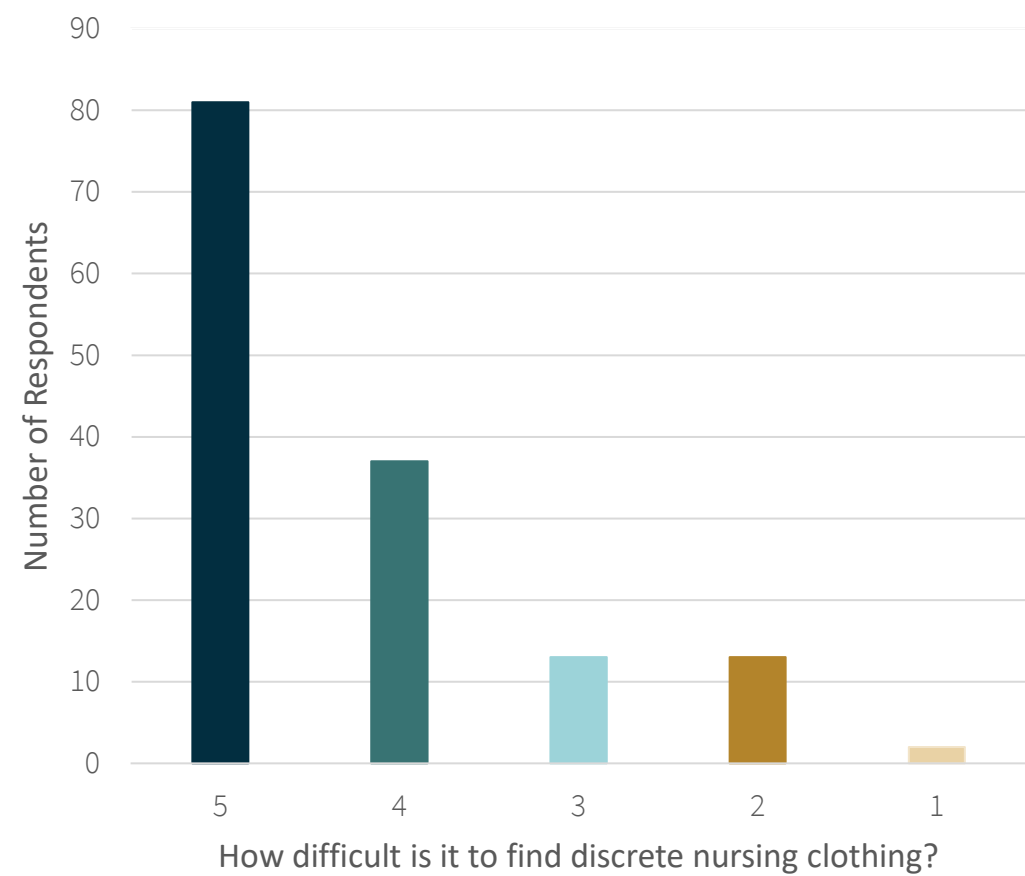
Challenges in Finding Supportive Nursing Clothing



METRIC	VALUE
Mean	3.96
Median	4.0
Stand Deviation	0.96
Minimum	1.0
Maximum	5.0

The data reveals a notable challenge in finding supportive nursing clothing. A considerable portion of respondents rated their difficulty in this area as high, with scores of 4 or 5 out of 5. This suggests that a significant number of mothers struggle to find nursing attire that adequately meets their support needs. Interestingly, this challenge seems to surpass the difficulty of accessing breasts for nursing, indicating that while nursing mothers do face issues with accessibility, the lack of support in nursing clothing is a more pressing and prevalent concern. The high difficulty ratings underscore a clear gap in the market for nursing clothing with better support features, especially in bras and tops. Mothers are evidently in need of products that not only facilitate nursing but also provide sufficient support. This situation presents a substantial opportunity for product innovation in the nursing clothing industry. There is a strong demand for creatively designed nursing wear that combines enhanced support with comfort and style, catering to the specific needs of nursing mothers and addressing this crucial aspect of their everyday challenges.

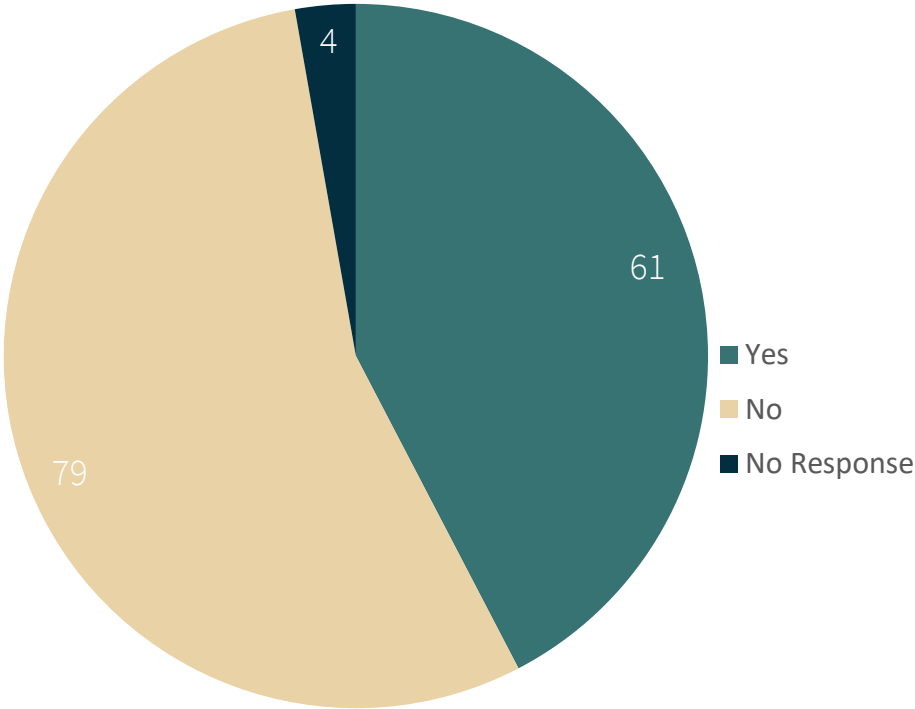
Challenges in Finding Discrete Nursing Clothing



METRIC	VALUE
Mean	4.26
Median	5.0
Stand Deviation	1.0
Minimum	1.0
Maximum	5.0

The data suggests that the importance of discreet nursing access in public is a significant concern for most nursing mothers. The high number of responses at the upper end of the scale (4 and 5) highlights that majority of mothers place a great emphasis on this feature, indicating a market need for nursing clothing that ensures privacy and ease of use in public settings. This finding underscores the demand for innovative designs that balance functionality and discretion, catering to the real-world needs of nursing mothers.

Difficulty & Pain Due to Nursing Clothing



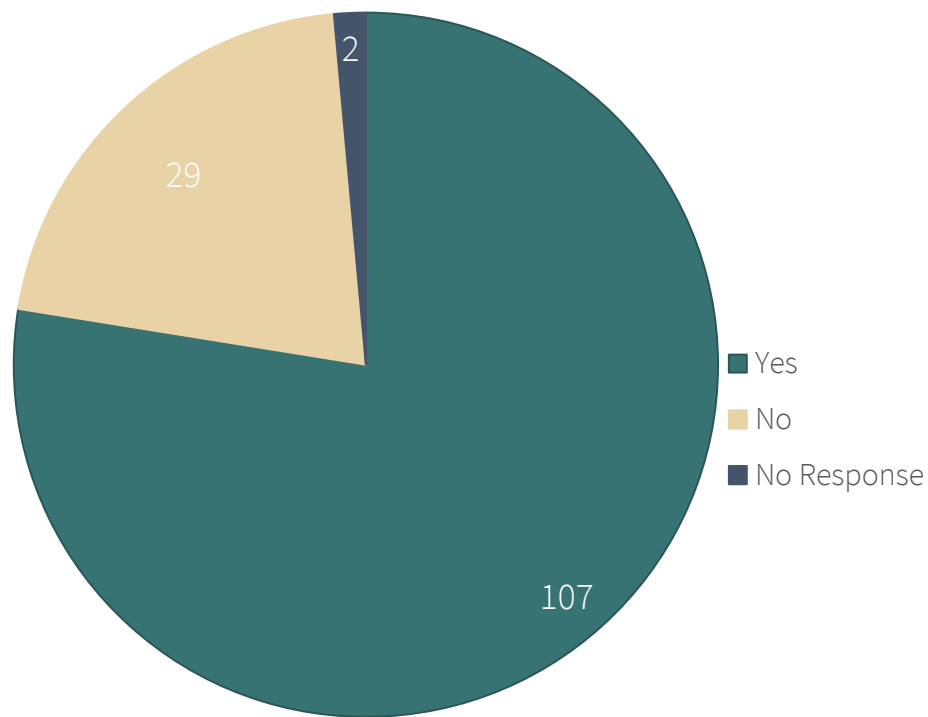
Have you ever experienced difficulty or pain due to the clothing you were wearing?

Analyzing the data regarding difficulties or pain due to nursing clothing, we observed that out of 144 respondents, 61 (approximately 42%) had trouble or pain, while 79 (about 55%) did not encounter such issues. Four respondents (nearly 3%) did not provide an answer.

This distribution suggests a significant portion of nursing mothers face challenges with their current nursing wear, indicating potential discomfort or pain related issues. However, the majority did not report such difficulties, which could imply that current market offerings do meet the needs of many nursing mothers to a certain extent. The non-responses could indicate a lack of strong feelings on the matter or uncertainty about the cause of their discomfort.

These insights highlight a market segment that could benefit from improved nursing wear designs focused on comfort and ease, addressing the specific pain points identified by a substantial number of mothers. It also underscores the importance of continued innovation and user feedback in the development of nursing clothing, to cater to the diverse experiences and needs of nursing mothers.

Challenges Finding Nursing Clothing Suitable for Body Shape or Size



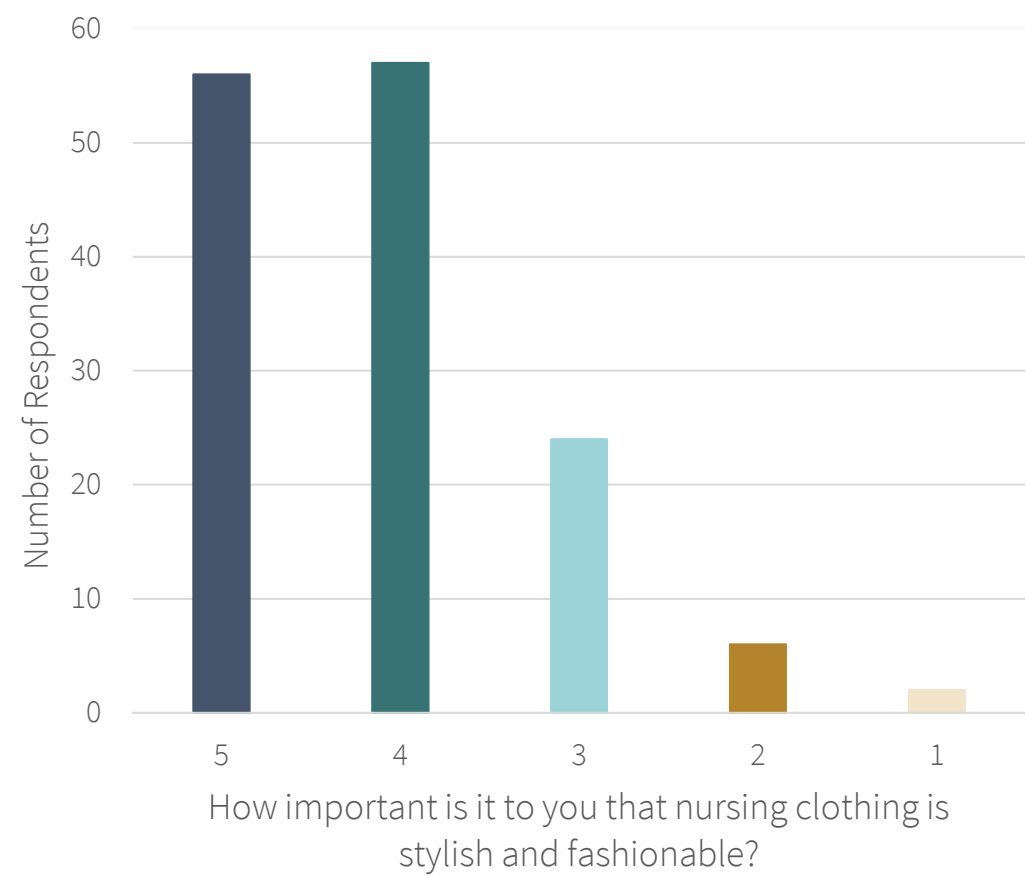
Have you ever encountered difficulties finding nursing clothing suitable for your body shape or size?

Out of 144 respondents, 107 (approximately 74%) reported difficulties in finding suitable nursing clothing for their body shape or size. While 29 (about 20%) did not encounter this issue, 6 respondents (about 6%) did not provide an answer. This overwhelming majority indicates a significant gap in the nursing wear market regarding inclusivity and adaptability to diverse body shapes and sizes.

A majority of affirmative responses to this question underscores the need for a broader range of sizes and styles in nursing clothing, catering to the varied and changing body types of nursing mothers. The percentage of mothers not facing this issue suggests that while some current products meet the needs of a minority, there is a clear demand for more inclusive and body-positive options in nursing wear. The lack of responses from some might reflect either indifference or a lack of experience in this aspect.

Overall, these findings highlight a critical opportunity for brands and designers to innovate and expand their offerings, ensuring that nursing clothing is accessible, comfortable, and suitable for all mothers, regardless of their body shape or size.

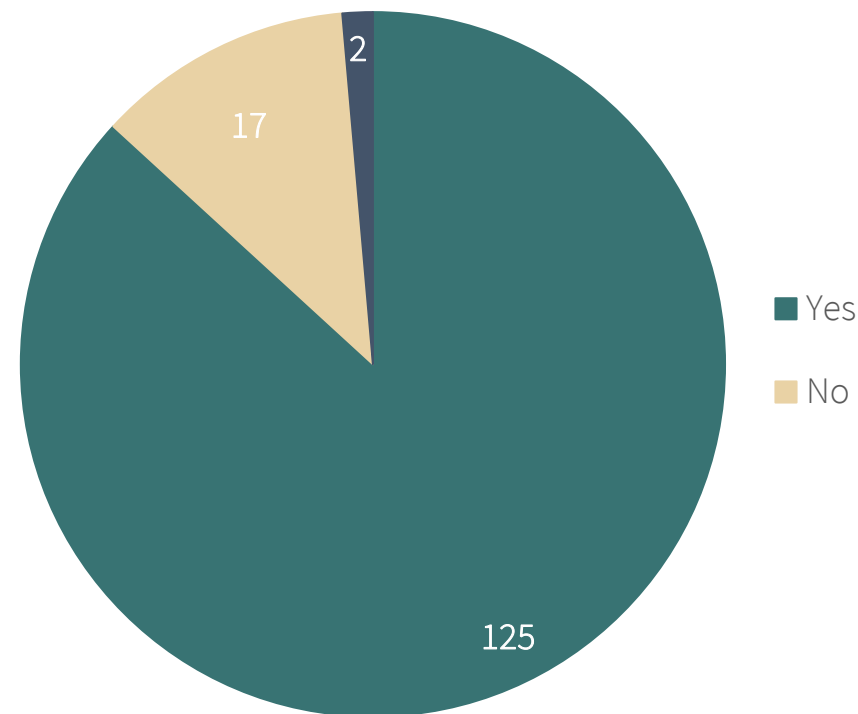
Challenges in Finding Stylish/Fashionable Clothing



METRIC	VALUE
Mean	4.09
Median	4.0
Stand Deviation	.915
Minimum	1.0
Maximum	5.0

The data suggests that most nursing mothers highly value fashion alongside functionality. With a mean rating of 4.09 and most responses in the higher range, it's clear that mothers prefer nursing wear that is not just practical but also stylish. This trend suggests a market opportunity for nursing apparel that combines utility with contemporary fashion, meeting the needs and aesthetic preferences of modern mothers.

Compromised Personal Style

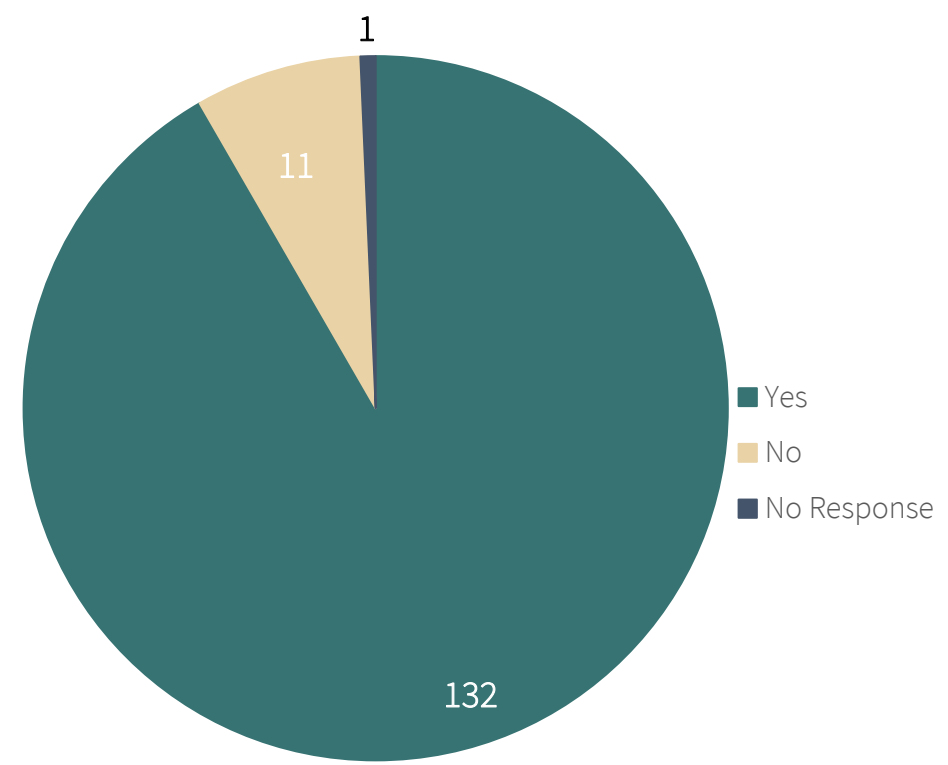


Have you ever felt that your personal style was compromised with nursing clothing?

The survey results reveal a significant sentiment among nursing mothers regarding their personal style. A vast majority, 125 out of 144 respondents, feel that their personal style has been compromised while nursing. This overwhelming response indicates a deep-felt need for nursing wear that aligns with individual style preferences.

The data suggests that current nursing clothing options may not adequately cater to the diverse fashion tastes of mothers, underscoring a market gap. This insight provides a clear directive for designing nursing wear that not only addresses functional needs but also resonates with the personal style statements of nursing mothers.

Challenges Finding Clothing for Formal or Professional Occasions



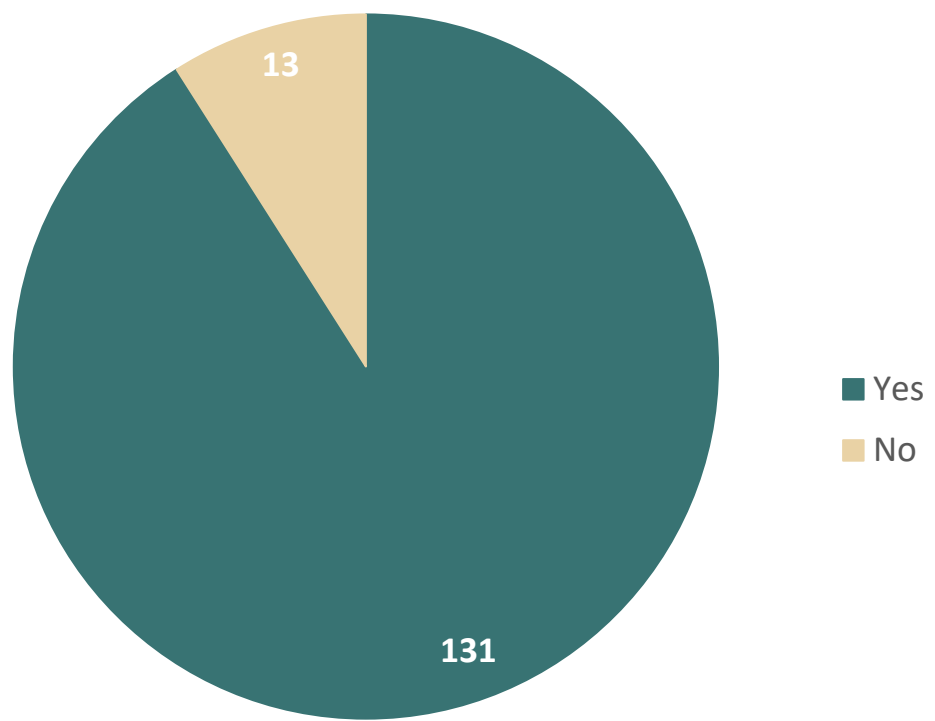
Have you faced difficulties finding nursing clothing suitable for formal or professional occasions, such as dresses or blouses?

The survey data indicates a significant challenge faced by nursing mothers in finding suitable clothing for formal or professional occasions. Out of 144 respondents, a striking 132 reported difficulties finding appropriate dresses or blouses for such settings.

This overwhelming majority underscores a substantial gap in the market for nursing wear that caters to formal and professional needs. The minimal number of mothers (11) who did not encounter such difficulties highlights the rarity of available suitable options.

The data strongly suggests a pressing demand for nursing wear that is both functional for nursing and appropriate for formal or professional environments, pointing towards a significant opportunity for product development in this area.

Challenges Finding Nursing Clothing in Preferred Colors and Patterns

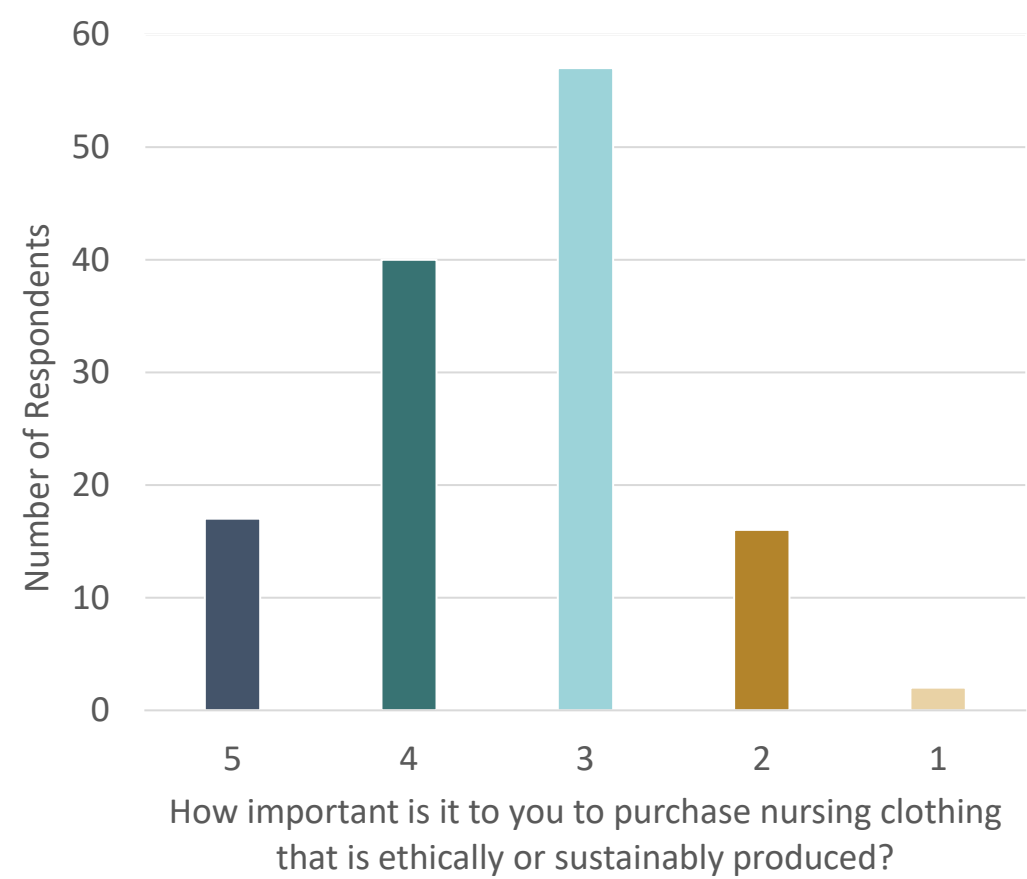


Have you struggled to find nursing clothing in colors and patterns you prefer?

The survey results reveal a pronounced challenge among nursing mothers in finding nursing clothing that matches their preferred colors and patterns. With 131 out of 144 respondents affirming this struggle, it's clear that a significant majority of moms are not satisfied with the color and pattern options currently available in nursing wear. This high number indicates a notable gap in the market, where the aesthetic preferences of nursing mothers are not being adequately met. Only a small fraction (13 respondents) did not experience this issue, further emphasizing the widespread nature of this problem.

These findings highlight the need for a more diverse and appealing range of colors and patterns in nursing clothing, suggesting a potential area for product differentiation and market expansion.

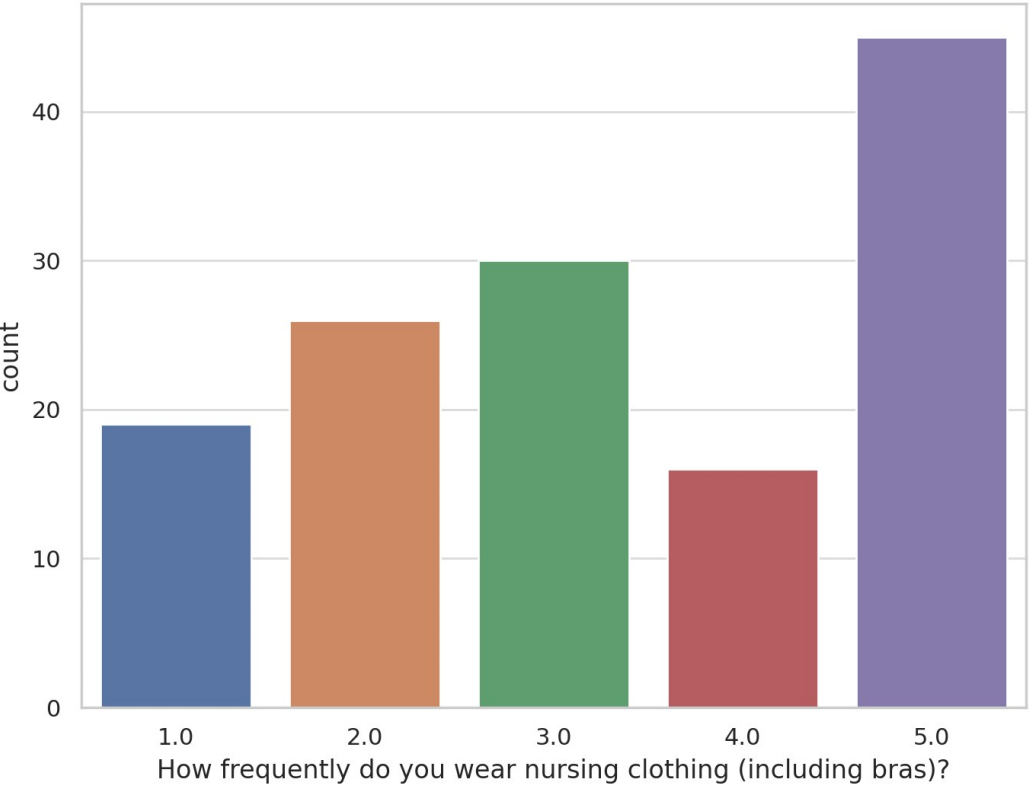
Challenges Finding Ethically/Sustainably Produced Clothing



METRIC	VALUE
Mean	3.19
Median	3.0
Stand Deviation	1.11
Minimum	1.0
Maximum	5.0

Survey data on the importance of ethically or sustainably produced nursing clothing shows a moderate overall concern among nursing mothers, with a varied range of opinions. While a significant number of mothers consider ethical or sustainable production moderately important, there's also a noticeable division between those who view it as highly important and those who deem it less critical. This diversity suggests a market with diverse consumer values regarding ethical and sustainability practices in nursing wear.

Frequency of Wearing Nursing Clothing



METRIC	VALUE
Mean	3.31
Median	3.0
Stand Deviation	1.46
Minimum	1.0
Maximum	5.0

Survey results indicate moderately high usage among the respondents. With a mean of 3.31 and a median of 3.0, the data suggests that most nursing mothers wear nursing clothing, including bras, with moderate regularity. The wide standard deviation of 1.46, however, reveals a significant variation in usage habits, indicating that while some mothers rely heavily on nursing wear, others use it less frequently. This range of responses reflects the diverse lifestyles and preferences of nursing mothers, with some finding nursing wear essential for their daily routine and others opting for it less often.

The data underscores the importance of nursing clothing in many mothers' lives, but also highlights that its usage is not uniform across the surveyed population.

Statistical Correlations

Q1: How important is it to you that nursing clothing (tops, dresses, skirts, etc.) is stylish and fashionable?

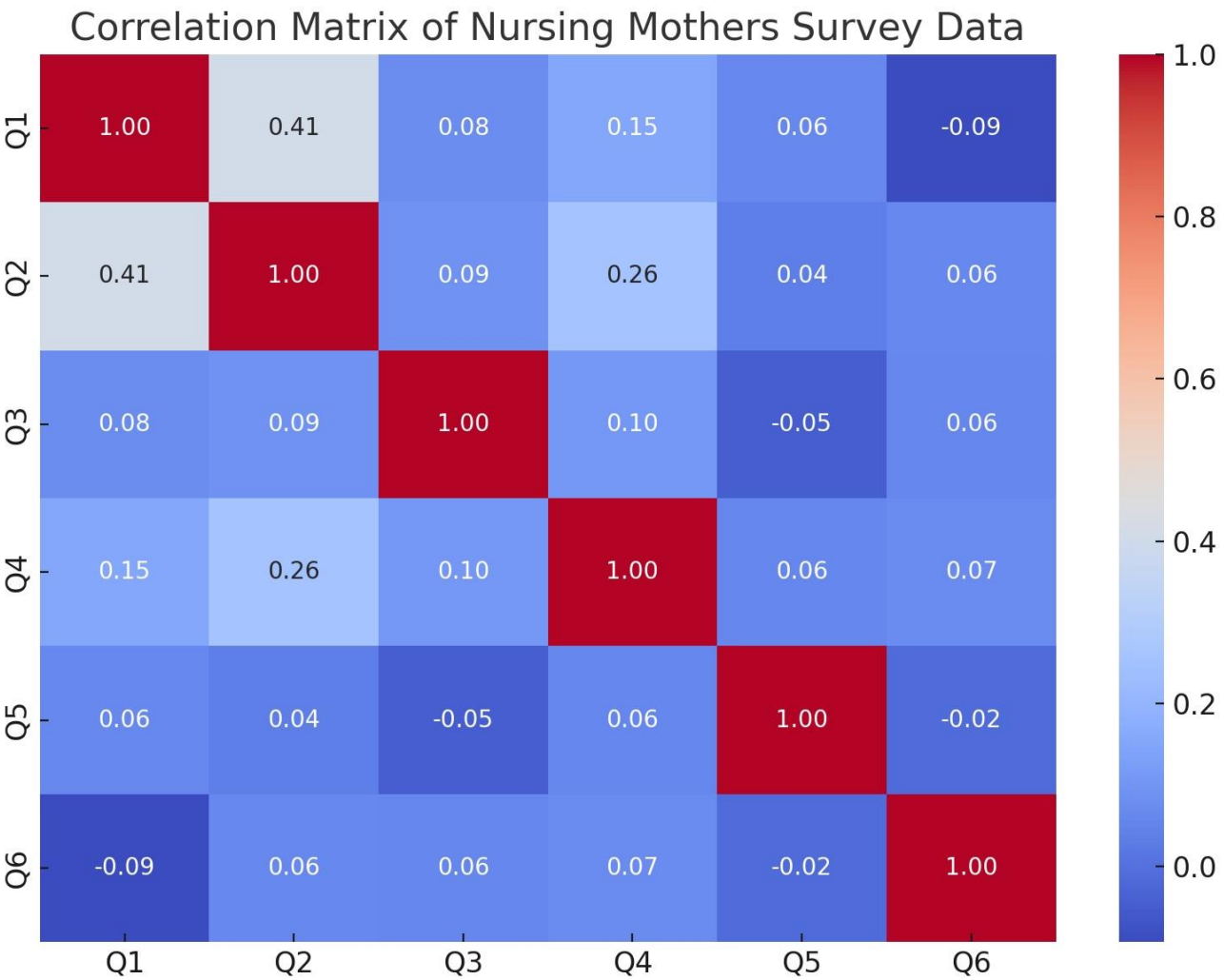
Q2: Have you felt that your personal style was compromised while nursing?

Q3: Have you faced difficulties finding nursing clothing suitable for formal or professional occasions, such as dresses and blouses?

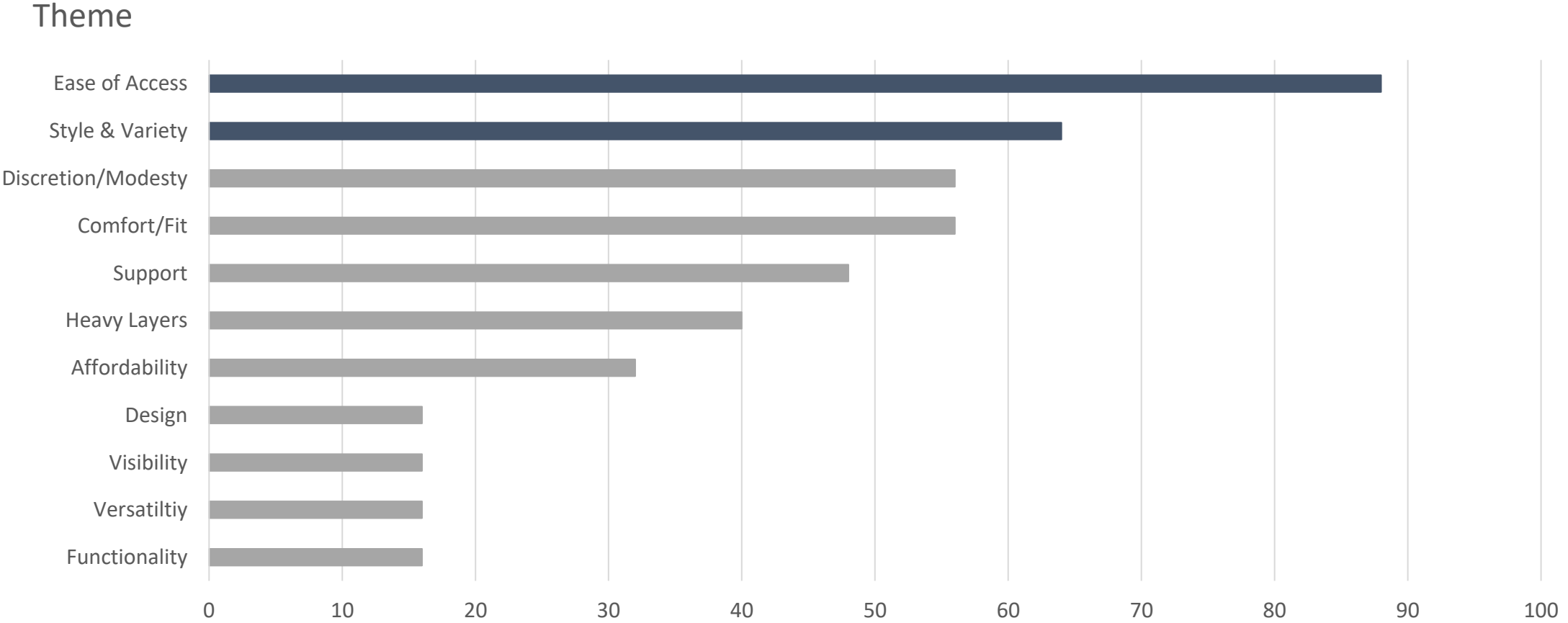
Q4: Have you struggled to find nursing clothing in colors and patterns you prefer?

Q5: How important is it to you to purchase nursing clothing that is ethically or sustainably produced?

Q6: How frequently do you wear nursing clothing (including bras)?



Functionality: Additional Mentions of Themes (Qualitative Analysis)





Addendum

Analysis of Nursing Survey Data

Survey Questions

1. How old are you?
2. How many children do you have?
3. How long have you been nursing?
4. What are the most significant challenges you face with nursing clothing in terms of functionality?
5. How challenging is it to access your breasts for nursing in your current clothing?
6. How challenging is it to find nursing clothing that provides sufficient support?
7. How important is it to have nursing clothing with discreet nursing access in public?
8. Have you experienced any discomfort or pain while nursing due to the clothing you were wearing?
9. Have you encountered difficulties finding nursing clothing suitable for your body shape or size?
10. What are the most significant challenges you face with nursing clothing in terms of fashion?
11. How important is it to you that nursing clothing (tops, dresses, skirts, etc.) is stylish and fashionable?
12. Have you felt that your personal style was compromised while nursing?
13. Have you faced difficulties finding nursing clothing suitable for formal or professional occasions, such as dresses and blouses?
14. Have you struggled to find nursing clothing in colors and patterns you prefer?
15. How important is it to you to purchase nursing clothing that is ethically or sustainably produced?
16. What types of nursing clothing have you tried?
17. Have you found any nursing clothing brands or specific products that you particularly like?
18. How frequently do you wear nursing clothing (including bras)?
19. What is your preferred price range for nursing clothing?
20. Do you have any additional comments, suggestions, or feedback regarding nursing clothing solutions?

Competitive Brands

