



The 2014 Lansinoh Global Breastfeeding Survey | Data Charts

Lansinoh Laboratories, Inc., a world leader in breastfeeding accessories, conducted a survey of more than 13,000 moms in nine countries – Brazil, China, France, Germany, Hungary, Mexico, Turkey, the United Kingdom and the United States – to create a global snapshot of breastfeeding attitudes and habits. The participants were all women age 18-40 who are currently pregnant or have at least one child that is younger than two, so all participants could soon be breastfeeding or could currently be breastfeeding if following the World Health Organization guidelines that babies be breastfed for two years (or longer).

1. Number of Participants

Brazil	2,002
China	2,065
France	1,014
Germany	1,019
Hungary	981
Mexico	1,009
Turkey	1,007
United Kingdom	2,027
United States	2,045
Total	13,169

The Breastfeeding Experience

2. Ideally, how long should a baby be breastfed?

	Brazil	China	France	Germany	Hungary	Mexico	Turkey	United Kingdom	United States
0-3 months	4%	5%	15%	4%	2%	4%	2%	9%	4%
3-6 months	15%	18%	40%	32%	11%	31%	13%	33%	16%
6-12 months	41%	50%	29%	49%	46%	47%	22%	39%	47%
12-24 months	31%	22%	10%	10%	35%	13%	53%	14%	27%
24+ months	9%	5%	4%	3%	6%	4%	9%	4%	5%
Not at all	<1%	<1%	2%	2%	0%	1%	1%	1%	1%

3. If you breastfed your baby, how long did you breastfeed for or do you intend to breastfeed for?

	Brazil	China	France	Germany	Hungary	Mexico	Turkey	United Kingdom	United States
0-3 months	6%	10%	28%	13%	9%	10%	6%	23%	12%
3-6 months	20%	24%	31%	31%	17%	29%	16%	27%	21%
6-12 months	33%	48%	20%	38%	32%	40%	24%	27%	37%
12-24 months	28%	16%	10.5%	13%	30%	17%	43%	17%	25%
24+ months	11%	2%	6%	3%	12%	4%	11%	4%	4%
Not at all	2%	<1%	4.5%	2%	<1%		<1%	2%	1%

4. If you breastfed, or are planning to, what is the main reason for your choice?

	Brazil	China	France	Germany	Hungary	Mexico	Turkey	United Kingdom	United States
Health benefits for baby	91%	91%	76%	84%	84%	82%	89%	86%	86%
To form close bond with baby	4%	5%	13%	8%	10%	5.5%	2%	6%	5%
Health benefits for mom	2%	3%	2%	2%	2%	2%	6%	1%	>1%
Help lose baby weight	1%	<1%	<1%	1%	<1%	0.5%	1%	1%	>1%
To save money not buying formula	1%	<1%	5%	2%	<1%	1%	1%	2%	5%
None of above	1%	<1%	3%	3%	4%	9%	1%	4%	3%



**5. What is/was the most challenging part of breastfeeding for you?
(Top three per country and percentage of moms who selected that challenge in each country)**

**could select more than one response, so total does not add up to 100%*

	First	Second	Third
Brazil	The pain associated with breastfeeding (47%)	Waking up in the middle of the night (44%)	To learn breastfeeding in the beginning (33%)
China	Waking up in the middle of the night (54%)	Breastfeeding in public (37%)	Pumping at work (34%)
France	The pain associated with breastfeeding (43%)	Waking up in the middle of the night (33%)	To learn breastfeeding in the beginning (34%)
Germany	The pain associated with breastfeeding (38%)	How often I need to breastfeed my baby (34%)	Waking up in the middle of the night (32%)
Hungary	Waking up in the middle of the night (29%)	It was not challenging for me (23%)	To learn breastfeeding in the beginning (18%)
Mexico	The pain associated with breastfeeding (51%)	To learn breastfeeding in the beginning (36%)	Waking up in the middle of the night (35%)
Turkey	Waking up in the middle of the night (38%)	Breastfeeding in public (30%)	The pain associated with breastfeeding (30%)
United Kingdom	To learn breastfeeding in the beginning (36%)	Waking up in the middle of the night (34%)	The pain associated with breastfeeding (32%)
United States	The pain associated with breastfeeding (32%)	To learn breastfeeding in the beginning (30%)	Waking up in the middle of the night (28%)

6. Have you/are you planning to express/pump breastmilk?

	Brazil	China	France	Germany	Hungary	Mexico	Turkey	United Kingdom	United States
No	9%	1%	15.5%	10%	9%	6%	12%	10%	8%
Not Sure	20%	14%	20%	19%	13%	22%	16%	16%	14%
Yes, occasionally	42%	54%	28%	39%	28%	45%	35%	32%	32%
Yes, a few times a week	15%	18%	15%	12%	9%	11%	12%	16%	14%
Yes, daily	14%	13%	21.5%	20%	41%	16%	25%	26%	31%

**7. Why did you decide to express/pump breastmilk?
(Top three per country and percentage of moms who selected that challenge in each country)**

**could select more than one response, so total does not add up to 100%*

	First	Second	Third
Brazil	To make sure there is breastmilk available for emergencies (42%)	To build my breastmilk supply (42%)	To relieve the pain of carrying too much milk (39.5%)
China	To relieve the pain of carrying too much milk (56%)	To build my breastmilk supply (53%)	To make sure there is breastmilk available for emergencies (50%)
France	To involve my partner in the feeding routine (42%)	To make sure there is breastmilk available for emergencies (40%)	To build my breastmilk supply (35%)
Germany	To build my breastmilk supply (50%)	To involve my partner in the feeding routine (41%)	To make sure there is breastmilk available for emergencies (36%)
Hungary	To make sure there is breastmilk available for emergencies (62%)	To build my breastmilk supply (60%)	To relieve the pain of carrying too much milk (45%)
Mexico	To relieve the pain of carrying too much milk (52%)	To make sure there is breastmilk available for emergencies (47%)	To build my breastmilk supply (45%)
Turkey	To make sure there is breastmilk available for emergencies (45%)	To relieve the pain of carrying too much milk (42%)	To build my breastmilk supply (34%)
United Kingdom	To involve my partner in the feeding routine (53%)	To make sure there is breastmilk available for emergencies (43%)	To build my breastmilk supply (39%)
United States	To build my breastmilk supply (55%)	To make sure there is breastmilk available for emergencies (53%)	To involve my partner in the feeding routine (41%)



Moms' Attitudes Toward Breastfeeding

8. Whether or not you plan to breastfeed, or have breastfed, do you think that breastfeeding is the best way to feed your baby?

	Yes	No
Brazil	97%	3%
China	98%	2%
France	81%	19%
Germany	95%	5%
Hungary	96%	4%
Mexico	98%	2%
Turkey	97%	3%
United Kingdom	84%	16%
United States	93%	7%

9. What are/were your main fears about breastfeeding? (Top 3 and percentage per country)

**could select more than one response, so total does not add up to 100%*

	First	Second	Third
Brazil	I wouldn't be able to breastfeed for long enough (43%)	My baby wouldn't be able to latch on (43%)	It would hurt (41%)
China	I wouldn't be able to breastfeed for long enough (51%)	Breastfeeding in public (45%)	My baby would be too dependent on me (39%)
France	It would hurt (45%)	I wouldn't be able to breastfeed for long enough (35%)	Breastfeeding in public (34%)
Germany	My baby wouldn't be able to latch on (45%)	I wouldn't be able to breastfeed for long enough (40%)	It would hurt (36%)
Hungary	I wouldn't be able to breastfeed for long enough (47%)	My baby wouldn't be able to latch on (31%)	None (29%)
Mexico	I wouldn't be able to breastfeed for long enough (50%)	It would hurt (49%)	My baby wouldn't be able to latch on (37%)
Turkey	I wouldn't be able to breastfeed for long enough (56%)	My baby wouldn't be able to latch on (42%)	It would hurt (27%)
United Kingdom	It would hurt (51%)	My baby wouldn't be able to latch on (50%)	I wouldn't produce enough milk (40%)
United States	It would hurt (47%)	My baby wouldn't be able to latch on (45%)	I wouldn't be able to breastfeed for long enough (33%)

10. Do You Think Breastfeeding in Public Is...

	Brazil	China	France	Germany	Hungary	Mexico	Turkey	United Kingdom	United States
Embarrassing	21%	47%	41%	20%	7%	13%	17%	18%	18%
Perfectly Natural	55%	19%	35%	44%	40%	51%	38%	63%	57%
Unavoidable	22%	33%	15%	32%	41%	24%	25%	17%	22%
Wrong	2%	1%	9%	4%	12%	12%	20%	2%	3%



11. Would you feel guilty if you did not breastfeed?

	Yes	No
Brazil	93%	7%
China	67%	33%
France	58%	42%
Germany	39%	61%
Hungary	87%	13%
Mexico	89%	11%
Turkey	91%	9%
United Kingdom	63%	37%
United States	64%	36%

12. If you were to see a woman breastfeeding her two year old, what would your first thought be?

	Brazil	China	France	Germany	Hungary	Mexico	Turkey	United Kingdom	United States
It's fantastic to see such dedication and perseverance and every mom should aim to breastfeed for as long	44%	37%	21%	12%	27%	17%	46%	12%	17%
She shouldn't be breastfeeding in public	3%	2%	5%	4%	6%	3%	3%	3%	3%
She's a great role model, but I feel 2 years is too long for me	27%	26%	28%	26%	31%	23%	17%	36%	35%
The baby is too old, she should have stopped breastfeeding by now	26%	35%	46%	58%	36%	57%	34%	50%	45%