

mamava®

# Lactation Support Is Good for Business





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Breastfeeding has health benefits for babies and mothers, for public health<sup>1</sup>, and for the economy.<sup>2</sup> The American Academy of Pediatrics and the World Health Organization recommend that mothers exclusively breastfeed for the first six months (with continued breastfeeding up to two years when possible), but of the 84% of mothers in the U.S. who initiate breastfeeding, only 27% are exclusively breastfeeding by three months<sup>3</sup>, among the lowest in the world.

One of the biggest reasons: a lack of workplace support that runs the gamut from the absence of a federal paid family leave policy to the lack of workplace lactation spaces. While women represent almost half of the U.S. workforce, many workplaces do not address the needs of breastfeeding mothers. Research shows that women who have lactation support at work are not only more likely to return from maternity leave, but also are more productive and loyal to the company<sup>4</sup>, a scenario that may result in the uninterrupted professional development necessary to advance.<sup>5</sup> On a macro level, providing the programs and policies that support breastfeeding could save the U.S. millions of dollars in healthcare costs, lost productivity, and higher household expenditures.<sup>6</sup>

Given the cultural and economic importance of breastfeeding, employers have a critical role to play in providing the lactation infrastructure that mothers need in the workplace. And there are some organizations truly getting it right. Read on for examples of organizations that worked with Mamava to create lactation programs that deliver what breastfeeding parents need—and meaningful returns.

# 94.2%

of female employees returned to work after maternity leave when workplace lactation accommodations were in place

Ortiz, J. et al. (2004).

# ~35X

economic return on investments in lactation support

Walters, D. et al. (2017).

# \$240k ↓

in healthcare expenses

UCLA Study of CIGNA Corporate Lactation Program Proves that Helping Working Moms Breastfeed Is Good Business. (2000).

# \$60k ↓

savings in reduced absenteeism rates

UCLA Study of CIGNA Corporate Lactation Program Proves that Helping Working Moms Breastfeed Is Good Business. (2000).

1. [CDC](#). (2024).

2. [Oliveira, V. et al.](#) (2019)

3. [NIS-Child Data Results](#). (2024).

4. [The Business Case for Breastfeeding](#). Office of Women's Health.

5. [Payton, C. et al.](#) (2019).

6. [Abbe, C. et al.](#) (2025).

Learn more about Mamava's lactation solutions at **[mamava.com](https://mamava.com)**

# Grocery Retail

## Improving Employee Experience With an Enterprise-Wide Commitment to Lactation Support

### THE CHALLENGE

A large supermarket chain aimed to improve work environments for breastfeeding employees and increase return from maternity LOAs (leave of absences). They also wanted a way to track usage and metrics to demonstrate ROI to stakeholders.

### THE SOLUTION

The chain partnered with Mamava to conduct a pilot program with one freestanding lactation pod. Following the success of the pilot study, the supermarket purchased 70 pods and an additional 149 the following year. More pod purchases are planned as part of a comprehensive, multi-year break room remodel project.

They chose the Mamava Solo for existing break rooms with space constraints and the slightly larger Flex pod to install in their new stores with larger break rooms. All pods were equipped with Mamava's Smart Access technology, which not only allows pod users to access the spaces securely using the Mamava app (providing operational efficiencies for the store managers), but also anonymous data that demonstrates pod usage and helps inform cleaning schedules and capacity planning.

“

So glad my store got one of these. Makes pumping at work so much less stressful!”

— User feedback submitted in the Mamava App

218 pods

215 stores

~20K  
pumping sessions  
expected per quarter



Implementing a comprehensive workplace breastfeeding program could help decrease employee absences associated with caring for a sick child, promote an earlier return from maternity leave, and increase retention of female employees. It also signals a large-scale investment in employee well-being and can support organizational ESG efforts.

# Healthcare

## Making Room For Breastfeeding in a Highly Regulated Setting

### THE CHALLENGE

A world-renowned healthcare provider and insurer with more than 40 hospitals and 800 offices and outpatient centers wanted to improve lactation support for staff and visitors without new construction. They needed a flexible, efficient, and compliant solution that could be implemented quickly. They also were seeking an innovative way to promote their family-centered orientation in the local community.

### THE SOLUTION

After considering other lactation pod alternatives, they chose Mamava for its consultative approach, purpose-built pods (compliant with the PUMP Act and safety codes), ease of implementation with the professional installation offering, and sponsorship options.

They purchased 14 pods, ranging from the smallest unit (Mamava Solo) to the largest wheelchair accessible unit (Mamava XL), to fit a range of spaces and to be able to move them as needs changed. Installing pods in lobbies and other underutilized areas, they were able to optimize the usage of valuable real estate to provide comfortable, private lactation spaces and avoid construction disruption. They also decided to buy and sponsor two Mamava XLs in two of the city's professional sports stadiums with custom graphics to highlight their support for families.

100%

PUMP Act compliance

~200

square feet added to underutilized spaces

3M+

annual impressions at sporting arenas



Compliance with lactation accommodation laws is essential, yet building out new spaces or converting much-needed square footage is time-consuming and costly. Hospital facilities house specialized medical equipment and must comply with strict building codes and safety standards. Plug-and-play solutions must be purposefully built to meet these needs.

# Higher Education

## Supporting the Student Body + Serving Staff With Inclusive Spaces

### THE CHALLENGE

A large California community college sought to make its multiple campuses more welcoming for their 90K students and comply with state law that requires community colleges and public universities to provide lactation spaces for breastfeeding students.

### THE SOLUTION

The community college purchased seven Mamava XL lactation pods to ensure wheelchair accessibility and create equitable access options in public spaces.

The Mamava pods were distributed on different campuses to ensure that breastfeeding students had dedicated lactation spaces to pump or nurse. The institution also purchased refrigerated lockers and installed them near the pods so students could store their breast milk while on campus.

Central to this institution's mission was to create spaces that "support access, belonging, and success." One of the ways they delivered on their mission was to increase lactation infrastructure for breastfeeding students, staff, and guests.

1 in 5

community college  
students are parents

[Dundar, A. \(2024\).](#)

