NFFOODS Spectrum
perspectives on food technologies & business
ASIA

Momcozy Expands into Food Category with Lactation Cookies

24 November 2026 | News

A vegan, individually wrapped snack made with oats, dried yeast fermentate, chia seeds, and other thoughtfully selected ingredients for breastfeeding moms



Momcozy, a global maternal and baby care brand chosen by more than 6 million moms and families across 80 countries and regions, has launched Momcozy Lactation Cookies, marking its first expansion into the food category. Designed with breastfeeding moms in mind, the vegan cookies combine traditional lactation-cookie ingredients with convenient, individually wrapped packaging, offering a practical snack option for busy days.

Breastfeeding asks a lot of moms, from frequent nursing and pumping sessions to the many responsibilities that come with caring for a newborn. With so much of the day focused on their babies, finding time to prepare and enjoy nourishing food can easily become an afterthought. A quick snack may be easy to reach for, but moms also want options that offer nutritional value and fit their individual dietary preferences.

To better understand these needs, Momcozy analyzed 2,630 pregnancy- and maternity-related discussion posts across Reddit, YouTube, TikTok, Instagram, and Pinterest. The analysis identified three prominent themes in postpartum and breastfeeding conversations: the need for nutritional support, convenient snack options, and concerns related to lactation. These findings highlight the importance of accessible food options that fit into the demands of everyday breastfeeding life.

Momcozy Lactation Cookies were created with these needs in mind, offering a ready-to-eat snack made with familiar ingredients and designed to fit into busy breastfeeding routines. The cookies provide a convenient option for moms looking to prioritize their own nutritional needs while caring for their little ones.

Momcozy Lactation Cookies feature a 4+2 Lactation Nutrition Blend that combines four ingredients commonly found in traditional lactation cookie recipes—oats, dried yeast fermentate, chia seeds, and flaxseeds—with two additional ingredients: sunflower lecithin and pumpkin seeds.

Each 20 g cookie contains 400 mg of sunflower lecithin, a plant-based ingredient valued for its phospholipid content, along with 2 g of protein. Together, these ingredients offer breastfeeding moms a convenient snack option made with familiar ingredients and designed to fit into their everyday routines.