

# **Baby Pacifier Market by Type (Single-piece baby pacifier and Multiple-piece baby pacifiers) by Size (Small, Medium and Large) by distribution channel (Offline and Online stores): Global Opportunity Analysis and Industry Forecast, 2021–2027**

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## **Abstracts**

The baby pacifier market size was valued at \$390.89 million in 2019 and is expected to reach \$549.66 million by 2027, registering a CAGR of 5.80% from 2021 to 2027.

The rise in disposable income of parent coupled with rapid urbanization has been some of the key factors that help drive the market in terms of value sales. And hence, there has been increase in demand for different kind of baby accessories such as toys, feeding accessories, wipes, diapers including baby pacifiers. A baby pacifier is essentially a nipple on a handle that is designed to comfort and entertain babies. While some babies only suckle during feedings, others will want to suck on a nipple or baby bottle even after feeding time is over. This suckling can help pacify an irritated baby.

Over the years, the baby pacifier market has witnessed continuous level of evolution in terms of its product offering. Baby pacifier manufacturers have been strategizing on innovation factor that specifically caters to target customer's requirements. For instance, in 2017, Smilo, a U.S.-based brand launched a new line of baby pacifiers, which is sized for baby's age and expands slightly in the mouth for optimum support. This same technology is applied to a range of milk bottles, which are also designed to reduce air intake to prevent gassy tummies. Hence, innovation has been one influential factor that helps drive the overall growth of the global baby pacifier market in terms of value sales.

The global baby pacifier market is segmented on the basis of product type, size,

distribution channel, and region. By product type, the market is categorized into one-piece baby pacifier and multiple-piece baby pacifier. By size, the market is classified into small, medium, and large. By distribution channel, the market is divided into online and offline. By region, the market is analyzed across North America (U.S., Canada, and Mexico), Europe (Germany, Spain, UK, Italy, France, and rest of Europe), Asia-Pacific (China, India, Japan, Australia, South Korea, and rest of Asia-Pacific), and LAMEA (Brazil, South Africa, Saudi Arabia, UAE, and rest of LAMEA).

Key players profiled in the report include Baby Shusher LLC, Doddle & Co, Koninklijke Philips N.V, Mam Babyartikel GmbH, Mayborn Group Limited, Natursutten, Newell Brands, Inc., The Natural Baby Company, The White Company, Trebco Specialty Products, Inc. and others.

## KEY BENEFITS FOR STAKEHOLDERS

The report includes an in-depth analysis of different segments and provides market estimations between 2021 and 2027.

Porter's five forces model illustrates the potency of buyers & sellers, which assists the market players to adopt effective strategies.

Key market players are profiled to gain an understanding of the strategies adopted by them.

This report provides a detailed analysis of the current trends and future estimations from 2021 to 2027, which helps identify the prevailing market opportunities.

## KEY SEGMENTS

### By Type

Single-piece baby pacifier

Multiple-piece baby pacifier

## By Size

Small

Medium

Large

## By Distribution channel

Online

Offline

## By Region

North America

U.S.

Canada

Mexico

Europe

Germany

UK

France

Italy

Spain

Rest of Europe

## Asia-Pacific

China

India

Japan

Australia

New Zealand

Rest of Asia-Pacific

## LAMEA

Latin America

Middle East

Africa

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