

# **Global Baby Pacifier market Size study, by Type (Single-piece baby pacifier, Multiple-piece baby pacifier), by size (Small, Medium, Large), by Distribution channel ( Online, Offline), and Regional Forecasts 2020-2027**

<https://marketpublishers.com/r/G5C8F17EC15EEN.html>

Date: March 2021

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: G5C8F17EC15EEN

## **Abstracts**

Global Baby Pacifier market is valued at approximately USD 390.89 million in 2019 and is anticipated to grow with a healthy growth rate of more than 5.80% over the forecast period 2020-2027. A baby pacifier is a medication that helps to keep babies happy. It is also safe to suck and entertains babies. The growth in parent disposable income, along with rapid urbanization, has been one of the major factors driving the demand in terms of value sales. As a result, demand for various types of infant products such as dolls, feeding accessories, wipes, diapers, and baby pacifiers has increased. Moreover, the baby pacifier market has undergone constant development in terms of product offerings over the years. Manufacturers of baby pacifiers have been strategizing for an innovation aspect that directly caters to the needs of target consumers. For instance, in 2017, Smilo, a company based in the United States, has introduced a new range of baby pacifiers that are sized for the age of the child and extend slightly in the mouth for maximum support. The same technology is used in a variety of milk bottles, which are often engineered to minimize air absorption in order to avoid gassy stomachs. As a result, creativity has been a key driver in the overall success of the baby pacifier industry. However, regular usage of pacifiers may lead to infection in babies, which may impede market growth over the forecast period of 2020-2027.

The regional analysis of the global Baby Pacifier market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America, and Rest of the World. Asia Pacific is the leading/significant region across the world in terms of market share due to the increase in number of infant population coupled with rise in rate of

disposable income of concerned parents and rapid increase in urbanization, . Whereas Asia Pacific is also anticipated to exhibit the highest growth rate / CAGR over the forecast period 2020-2027, as it has the highest infant population i.e. nearly about 1.1 billion accounting to nearly 24% of the total region population.

Major market player included in this report are:

Baby Shusher LLC  
Doddle & Co  
Koninklijke Philips N.V  
Mam Babyartikel Gmbh  
Mayborn Group Limited  
Naturesutten  
Newell Brands, Inc.  
The Natural Baby Company  
The White Company  
Trebco Specialty Products, Inc.

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

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

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2017, 2018

Base year – 2019

Forecast period – 2020 to 2027.

Target Audience of the Global Baby Pacifier market in Market Study:

Key Consulting Companies &amp; Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

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