

2018-2023 Global Pacifier Consumption Market Report

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Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global Pacifier market for 2018-2023.

A pacifier is an article with a nipple, intended for a young child to suck on, but that is not designed to help a baby obtain fluid. A pacifier usually has a guard or shield at the base of the nipple that keeps the pacifier from being sucked completely into a child's mouth. It also has a handle or ring, usually on the opposite side of the guard or shield from the nipple, which is used to hold or grasp the pacifier.

Most of the Pacifier companies adopt the marketing strategy of dealer sales supplemented with direct sales, which mainly comes from the characteristics of Pacifier industry. By introducing larger dealers, Pacifier manufacturers can not only enhance the capacity of the company's sales, but also comprehensively grasp the market changes through the feedback information collected by dealers. Because downstream demand is analyzed, the Pacifier manufactures can timely change management strategy, which is more conducive to increase of sales revenue.

E-commerce sales have continued to grow during recent years consistent with increased online shopping by consumers. Online marketing will be trend in the future. Online marketing can enhance product sales through the network channels, accelerate network marketing seize market share, and thus enhance the brand influence of traditional markets, increasing overall market share.

Over the next five years, LPI(LP Information) projects that Pacifier will register a 0.8% CAGR in terms of revenue, reach US\$ 440 million by 2023, from US\$ 420 million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Pacifier market by product type, application, key manufacturers and key

regions.

To calculate the market size, LP Information considers value and volume generated from the sales of the following segments:

Segmentation by product type:

Liquid Silicone Pacifier

Natural Latex Pacifier

Segmentation by application:

For Babies of 0-6 Months

For Babies of 6-18 Months

For Babies of 18+ Months

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report:

MAM

Pigeon

AVENT

NUK

Chicco

Dr. Brown's

Nuby

NIP

Playtex

Suavinex

Goodbaby & evenflo

Lovi

Tommee Tippee

Natursutten

US Baby

Babasil

Born Free

IVORY

Rikang

Combi

Rhshine

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

Research objectives

To study and analyze the global Pacifier consumption (value & volume) by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Pacifier market by identifying its various subsegments.

Focuses on the key global Pacifier manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Pacifier with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Pacifier submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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