

2018 Top 5 Pacifier Players in North America, Europe, Asia-Pacific, South America, Middle East and Africa

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Abstracts

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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 studies the global market, especially in North America, Europe, Asia-Pacific, South America, Middle East and Africa, focuses on the top 5 players in each region,

with sales, price, revenue and market share from 2013 to 2018, the top players:

MAM

Pigeon

AVENT

NUK

Chicco

Dr. Brown's

Nuby

NIP

Playtex

Suavinex

Goodbaby & evenflo

Lovi

Tommee Tippee

Naturesutten

US Baby

Babasil

Born Free

IVORY

Rikang

Combi

Rhshine

Market Segment by Regions, this report splits Global into several key Regions, with sales, revenue, market share of top players in these regions, from 2013 to 2018 (forecast), like

North America (United States, Canada and Mexico)

Asia-Pacific (China, Japan, Southeast Asia, India and Korea)

Europe (Germany, UK, France, Italy and Russia etc.)

South America (Brazil, Chile, Peru and Argentina)

Middle East and Africa (Egypt, South Africa, Saudi Arabia)

Split by Product Types, with sales, revenue, price, market share of each type, can be divided into

Liquid Silicone Pacifier

Natural Latex Pacifier

Split by applications, this report focuses on sales, market share and growth rate in each application, can be divided into

For Babies of 0-6 Months

For Babies of 6-18 Months

For Babies of 18+ Months

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