

# Baby Nail Trimmer Market Increasing Demand, Emerging Trends, Growth Opportunities and Future scope with COVID-19 Impact

*The baby nail trimmer companies consider online channels as one of the effective tools in promoting its products and services among its target segment*

PORTLAND, 5933 NE WIN SIVERS DRIVE, #205, OR 97220, UNITED STATE, March 16, 2022 /EINPresswire.com/ -- [Baby Nail Trimmer Market 2019-2026](#)

According to a new report published by Allied Market Research titled, "Global Baby Nail Trimmer Market by Product Type and Distribution Channel: Global Opportunity Analysis and Industry

Forecast, 2019-2026," the global baby nail trimmer market size was valued at \$23.9 million in 2018, and is projected to reach \$43.1 million by 2026, growing at a CAGR of 7.8% from 2019 to 2026. In 2018, North America accounted for nearly 32.3% share of the baby nail trimmer market.



Baby Nail Trimmer Market

The global baby nail trimmer market is majorly driven by the rise in concerns over child's hygiene, increase in per capita income of parents coupled with manufacturers' continuous efforts on extending its product offerings that cater to target customer requirements. Hence parent's rise in concern over baby hygiene has been an influential baby nail trimmer market trend in the recent past.

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Key players profiled in the baby nail trimmer industry include :-

Bed Bath & Beyond Inc  
Bubs n Tots  
Dorel Industries Inc  
Frida  
GREEN BELL Co., Ltd  
Little Martin's Drawer  
Momadise  
TOMY International  
Tung Ling Industrial Co., Ltd  
ZoLi Inc

## Market growth and value sales 2019–2026

Parents are always concerned about their newborn's hygiene factor at the same time they make sure their child's safety. Even when it comes to nail trimming or cutting, parents are extra conscious about the fact that their child doesn't incur any injury or abrasion during the process. Taking this customer perception into account, some of the key manufacturers in the global baby nail trimmer market, have been strategizing on improvising its product offerings by coming up with additional features and specifications. For instance, Safety First Sleepy Baby Nail Trimmers come with in-built LED light. The LED light provides enough vision for concerned parent to trim the infant's nails in a much more effective manner. Similarly, ZoLi another key brand operating the global baby nail trimmer market, have come up with electric baby nail trimmer. The battery-operated tool works by gently filing, rather than cutting. It features a cushioned, circular pad. The cushioned circular pad helps trimming of nails with ease. Thus, some of the key innovation initiated by manufacturers help trigger baby nail trimmer market growth in terms of value sales.

There has been an increase in number of users in various social media sites with the rise in internet penetration. Taking this into consideration, most of the key players in the baby nail trimmer market strategize on promoting their products on these social media platforms. Social media marketing is one of the major strategies adopted by various companies and industries, including baby care market, on imparting awareness about their product offerings among target customers on social media channels. Thus, through social media marketing strategy, the global baby nail trimmer market sights critical opportunity in gaining traction among its target customers.

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The global baby nail trimmer market analysis is segmented on the basis of product type, distribution channel, and region.

By product type, the market is classified into traditional and electric.

By distribution channel, the market is divided into hypermarket/supermarket, specialty store, and online store.

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 Findings of the Study:

In 2018, by product type the traditional segment accounted for around higher value baby nail trimmer market share.

In 2018, by distribution channel, the hypermarket/supermarket segment accounted for higher baby nail trimmer market share.

In 2018, by region, North America accounted for a prominent market share.

#### Key offering of the Report:

Key driving factors: An in-depth study of the dynamic factors such as drivers, restraints, challenges, and opportunities

Current market trends & forecasts: A comprehensive study of the the baby nail trimmer market along with recent market trends and forecasts during the forecast period to help customers make an informed decision and formulate lucrative business strategies

Segmental Analysis: A study of each segment coupled with driving factors and growth rate analysis of every segment

Geographical analysis: An in-depth analysis of the market across several geographical regions that help market players to leverage fruitful market opportunities

Competitive landscape: A study of prime market players that are currently leading the baby nail trimmer market

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