



GIM. BETTER INSIGHTS.

EVIDENCE FOR THE STATEMENT: “94% OF BABIES ACCEPT THE MAM PACIFIER TEAT WITH SKINSOFT™ SILICONE SURFACE”

FOR MAM BABYARTIKEL GMBH, VIENNA, AUSTRIA

November 21, 2025

GIM PROJECT P25-0956

Ron Degen, Senior Research Director
r.degen@g-i-m.com, +49 162 2525 937

Dr. Carola Häring, Senior Research Manager
c.haering@g-i-m.com, +49 162 2525 916

Trial 2010-2025 with MAM Club and panel participants

MAM conducted 15 pacifier surveys between March 2010 and January 2025. Research was conducted in Austria (AT), France (FR), Germany (GER), Hungary (HU), Italy (IT), the UK and Sweden (SWE). Two of these surveys focused on the MAM Perfect pacifier, seven were conducted with the MAM Original pacifier, three were conducted with the MAM Mini Air pacifier, one focused on the MAM Air pacifier and two focused on the MAM Start pacifier. In total, 1,694 mothers tested the products with their child. The test period varied between two and three weeks. The children were newborns and babies up to 36 months. Participants were recruited either by the MAM Club panel or external panels. Table 1 shows a high acceptance of the MAM pacifier teat with SkinSoft™ silicone surface.

A weighted-average mean was calculated to gain an overall view of how many babies accepted the MAM pacifier teat with SkinSoft™ silicone surface. An example of how this key figure was calculated is given underneath Table 1. In total, 94% of the babies accepted the MAM pacifier teat with SkinSoft™ silicone surface: 72% accepted it immediately, 14% accepted it after a few tries, and 7% accepted it, but it took some time. Only 6% of all children rejected the MAM pacifier teat with SkinSoft™ silicone surface.

Table 1: Overview of MAM pacifier market research results between 2010 and 2025

| Study | MAM product | Country | Date | N | Rel. N ¹ | Yes, immediately ³ | Yes, after a few tries ³ | Yes, but it took some time ³ | No, never ³ |
|---------------------------|----------------|---------|--------|-------------|--|-------------------------------|-------------------------------------|---|------------------------|
| 1 | MAM Perfect | HU | Mar-10 | 132 | 0.078 | 52% | 23% | 16% | 9% |
| 2 | MAM Original | UK | Aug-11 | 99 | 0.058 | 80% | 12% | 5% | 3% |
| 3 | MAM Original | UK | Aug-11 | 137 | 0.081 | 82% | 11% | 4% | 3% |
| 4 | MAM Original | UK | Aug-11 | 127 | 0.075 | 83% | 11% | 4% | 2% |
| 5 | MAM Mini Air | IT | Oct-11 | 113 | 0.067 | 70% | 18% | 7% | 5% |
| 6 | MAM Perfect | AT | Nov-11 | 105 | 0.062 | 69% | 11% | 9% | 11% |
| 7 | MAM Original | GER | Dec-11 | 129 | 0.076 | 78% | 12% | 5% | 5% |
| 8 | MAM Mini Air | AT | Feb-13 | 114 | 0.067 | 74% | 11% | 11% | 4% |
| 9 | MAM Mini Air | GER | Jun-14 | 139 | 0.082 | 68% | 17% | 4% | 11% |
| 10 | MAM Air | GER | Jun-14 | 141 | 0.083 | 70% | 10% | 10% | 10% |
| 11 | MAM Start | FR | Feb-18 | 147 | 0.087 | 78% | 9% | 6% | 7% |
| 12 | MAM Start | FR | Jan-19 | 80 | 0.047 | 51% | 34% | 11% | 4% |
| 13 | MAM Original | GER | Apr-22 | 78 | 0.046 | 65% | 19% | 8% | 8% |
| 14 | MAM Original | SWE | Aug-23 | 47 | 0.028 | 81% | 9% | 6% | 4% |
| 15 | MAM Original | UK | Jan-25 | 106 | 0.063 | 75% | 12% | 4% | 8% |
| | OVERALL | | | 1694 | Weighted with Rel.N² | 72% | 14% | 7% | 6% |
| OVERALL ACCEPTANCE | | | | | | 94% | | | 6% |

¹ Example for Rel. N: study 1 → 132/1694 = 0.078

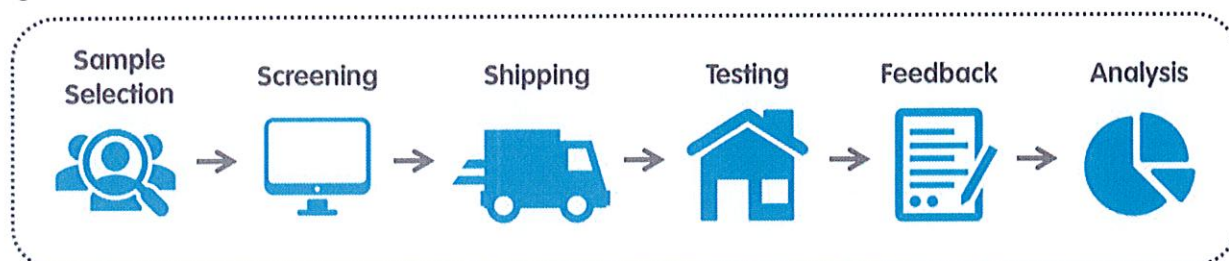
² Example for Weighted with Rel. N → (0.078*0.52)+(0.058*0.80)+...+(0.063*0.75) = 72%

³ Note: Minor deviations from a total of 100% per line are attributable to rounding

More information about the surveys

The general procedure for Home Use Tests is described below. A Home Use Test consists of six phases, as shown in Figure 1.

Figure 1: General procedure for Home Use Tests



Sample selection

The MAM Club panel was used exclusively to recruit participants for 13 of the 15 studies. The MAM Club is a pool of people who have registered themselves on mambaby.com. This recruitment method has proved valuable as MAM Club members are highly motivated to help develop a new product, but they are also critical and honest.

Certain MAM Club members are filtered depending on the product to be tested. For example, if a pacifier for newborns is to be tested, only MAM Club members who have stated that their child is aged 0-4 months will be considered. After pre-selecting the participants, a random sample is drawn from the pool.

Table 2: Sample structure by babies' age

| Study | MAM product | Country | Date | Babies' age mean (months) | 0-6 months | 7-12 months | 13-24 months | 25-36 months |
|-------|--------------|---------|--------|---------------------------|-------------------|-------------|--------------|--------------|
| 1 | MAM Perfect | HU | Mar-10 | 4.3 | 93% | 7% | 0% | 0% |
| 2 | MAM Original | UK | Aug-11 | 13.4 | 0% | 53% | 46% | 1% |
| 3 | MAM Original | UK | Aug-11 | 13.9 | 0% | 45% | 55% | 0% |
| 4 | MAM Original | UK | Aug-11 | 5.0 | 79% | 21% | 0% | 0% |
| 5 | MAM Mini Air | IT | Oct-11 | 4.2 | 96% | 4% | 0% | 0% |
| 6 | MAM Perfect | AT | Nov-11 | 26.4 | 0% | 0% | 42% | 58% |
| 7 | MAM Original | GER | Dec-11 | 5.4 | 77% | 23% | 0% | 0% |
| 8 | MAM Mini Air | AT | Feb-13 | 4.9 | 80% | 20% | 0% | 0% |
| 9 | MAM Mini Air | GER | Jun-14 | 4.9 | 75% | 25% | 1% | 0% |
| 10 | MAM Air | GER | Jun-14 | 12.7 | 2% | 48% | 50% | 0% |
| 11 | MAM Start | FR | Feb-18 | 2.5 | 100% | 0% | 0% | 0% |
| 12 | MAM Start | FR | Jan-19 | 1.1 | 100% (0-4 months) | 0% | 0% | 0% |
| 13 | MAM Original | GER | Apr-22 | 4.3 | 100% (3-6 months) | 0% | 0% | 0% |
| 14 | MAM Original | SWE | Aug-23 | 12.0 | 23% | 26% | 47% | 4% |
| 15 | MAM Original | UK | Jan-25 | 9.2 | 8% | 92% | 0% | 0% |



GIM. BETTER INSIGHTS.

Independent online panels were also used to recruit participants in one study. These online panel providers comply with the ESOMAR/GRBN Guideline for Online Sample Quality (ESOMAR and Global Research Business Network 2015) and all applicable data protection regulations. ESOMAR, the European Society for Opinion and Market Research, is a nonprofit organization that provides industry-related content, such as ethical and professional standards, training sessions, and best practice guidelines.

Table 3: Recruitment via an external panel provider

| Study | Product | Country | Date | Conducted | Recruitment |
|-------|-----------|---------|--------|------------|----------------------------|
| 12 | MAM Start | FR | Jan-19 | internally | MAM Club + external panels |

Home Use Tests where external online panels were used to recruit participants are listed in the table above.

Screening

Once the sample has been selected, the potential participants are contacted via e-mail and invited to test a product with their child. After being informed about the privacy notice in a short online questionnaire, the participants must give their consent to take part in the product test. In accordance with the ESOMAR Code, researchers ensure that personal data is only collected and stored for the research purposes specified and that all personal data is deleted once the purpose for which it was collected or processed has been fulfilled. In accordance with the EU General Data Protection Regulation, all participants are informed about their rights, such as the right to have their data rectified or erased and the right to lodge a complaint with the supervisory authority. Data on certain aspects, such as the mother's age, the number of children, or the child's sex, is then collected to set up the test group while ensuring the greatest possible diversity.

Shipping

In this phase of the Home Use Test procedure, the test products are shipped to the participants. In addition to the test product, the parcel contains a short letter explaining the procedure of the product test and instructions for use.

Testing

The participants test the product together with their child for 2-3 weeks as part of their daily routine.

Feedback

When the testing phase is over, the participants receive an e-mail with the link to an online questionnaire. The participants fill out the questionnaire to evaluate the product they have tested over the preceding 2-3 weeks. Most importantly, they give feedback on whether their child accepted the test product. The participants are also asked to provide more detailed information about how often the test product was used, whether they experienced any problems during testing, what they like and dislike about the product, etc.

Analysis

In the last step, the data collected is analyzed and a report is written.



GIM. BETTER INSIGHTS.

References

ESOMAR and Global Research Business Network (2015): ESOMAR/GRBN Guideline for Online Sample Quality, accessed November 17, 2025.

URL: https://ana.esomar.org/api/public/document/file_renderer/8442

Declaration by GIM and GIM China

GIM Gesellschaft für Innovative Marktforschung mbH is an independent market research company registered in Germany and founded in 1987. GIM China is a subsidiary of GIM and is also an independent market research company, registered in China and established in 2015.

Initially, GIM China received eleven raw data sets from MAM on April 7, 2020, and conducted an independent data analysis these eleven studies. Since then, MAM has provided additional datasets to GIM, which were added to the initial analysis of GIM China: one dataset was supplied on October 20, 2020 (added as study number twelve), another on May 4, 2022 (added as study number thirteen), and one more on August 23, 2023 (added as study number fourteen). Most recently, on November 17, 2025, GIM received one additional dataset and incorporated it into the analysis as study number fifteen. The result of the analysis indicates that it is appropriate to use the conclusion that “94% of babies accept the MAM pacifier teat with SkinSoft™ silicone surface” in public communications from the perspective of market research and statistics.

Company

GIM Gesellschaft für Innovative Marktforschung mbH

Signature



GIM Gesellschaft für innovative Marktforschung mbH
Goldschmidtstraße 4-6 | 69115 Heidelberg | www.g-i-m.com
Telefon +49 (0)6221 8328-0

Name

Dr. Jörg Munkes

Title

Managing Director

Date

November 21, 2025