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

FOR MAM BABYARTIKEL GMBH, VIENNA, AUSTRIA

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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 2009-2025 with MAM Club and panel participants

MAM conducted 15 surveys on baby bottles between June 2009 and January 2025. Research was conducted in Austria (AT), France (FR), Germany (GER), the UK and the US. The MAM bottle teat with SkinSoft™ silicone surface was tested with different MAM baby bottles. Twelve of these surveys focused on the MAM Easy Start™ Anti-Colic bottle, two were conducted with the MAM Easy Active™ Baby Bottle, and one was conducted with the MAM Feel Good Glass Bottle. In total, 1,914 mothers tested the products with their child. The test period varied between two and three weeks. The children were newborns and babies up to 24 months. Participants were recruited either by the MAM Club panel or external panels. Table 1 shows a high acceptance of MAM bottle teat with SkinSoft™ silicone surface.

A weighted-average mean was calculated to gain an overall view of how many babies accepted the MAM bottle 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 bottle teat with SkinSoft™ silicone surface: 73% accepted it immediately, 16% accepted it after a few tries, and 5% accepted it, but it took some time. Only 6% of all children rejected the MAM bottle teat with SkinSoft™ silicone surface.

Table 1: Overview of MAM bottle market research results between 2009 and 2025

| Study | MAM product | Country | Date | N | Rel. N ¹ | Yes, immediately | Yes, after a few tries | Yes, but it took some time | No, never |
|---------------------------|------------------------------|---------|--------|-------------|--|------------------|------------------------|----------------------------|-----------|
| 1 | MAM Easy Start™ Anti-Colic | AT/GER | Jun-09 | 103 | 0.054 | 68% | 27% | 0% | 5% |
| 2 | MAM Easy Start™ Anti-Colic | UK | Oct-09 | 98 | 0.051 | 65% | 33% | 0% | 2% |
| 3 | MAM Easy Start™ Anti-Colic | USA | Dec-09 | 224 | 0.117 | 74% | 21% | 0% | 5% |
| 4 | MAM Easy Start™ Anti-Colic | USA | Feb-10 | 118 | 0.062 | 64% | 28% | 0% | 8% |
| 5 | MAM Easy Start™ Anti-Colic | AT | Mar-10 | 141 | 0.074 | 70% | 14% | 10% | 6% |
| 6 | MAM Easy Start™ Anti-Colic | AT/GER | Mar-10 | 114 | 0.060 | 63% | 17% | 12% | 8% |
| 7 | MAM Easy Start™ Anti-Colic | AT | Jul-10 | 130 | 0.068 | 58% | 20% | 15% | 8% |
| 8 | MAM Feel Good Glass Bottle | GER | Jun-13 | 142 | 0.074 | 73% | 11% | 11% | 6% |
| 9 | MAM Easy Active™ Baby Bottle | GER | Jun-14 | 141 | 0.074 | 75% | 9% | 6% | 10% |
| 10 | MAM Easy Start™ Anti-Colic | GER | Jun-14 | 138 | 0.072 | 77% | 14% | 5% | 4% |
| 11 | MAM Easy Start™ Anti-Colic | GER | Aug-17 | 159 | 0.083 | 79% | 14% | 4% | 3% |
| 12 | MAM Easy Start™ Anti-Colic | FR | Apr-20 | 64 | 0.033 | 86% | 9% | 2% | 3% |
| 13 | MAM Easy Active™ Baby Bottle | GER | Apr-22 | 71 | 0.037 | 75% | 13% | 6% | 7% |
| 14 | MAM Easy Start™ Anti-Colic | GER | Apr-23 | 165 | 0.086 | 79% | 10% | 6% | 5% |
| 15 | MAM Easy Start™ Anti-Colic | UK | Jan-25 | 106 | 0.055 | 85% | 8% | 0% | 7% |
| | OVERALL | | | 1914 | Weighted with Rel.N² | 73% | 16% | 5% | 6% |
| OVERALL ACCEPTANCE | | | | | | 94% | | | 6% |

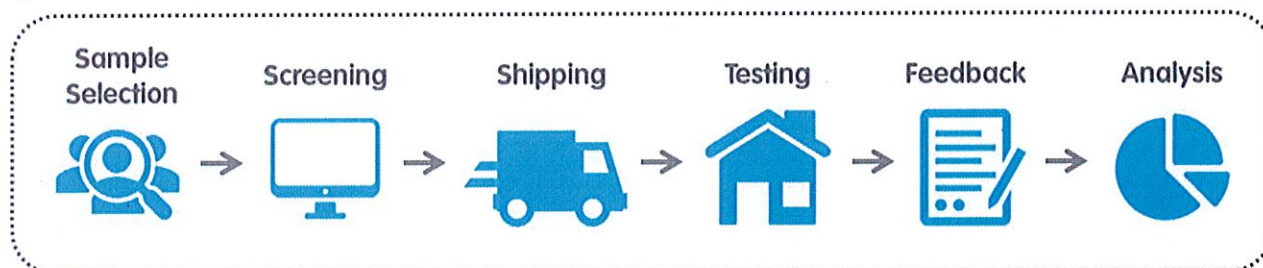
¹ Example for Rel. N: study 1 → 103/1914= 0.054

² Example for Weighted with Rel. N → (0.054*0.68)+(0.051*0.65)+...+(0.055*0.85) =73%

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 in 12 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 bottle for babies aged 0-6 months is to be tested, only MAM Club members who have stated that their child is aged 0-6 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) | Babies' age distribution | | |
|-------|------------------------------|---------|--------|---------------------------------|--------------------------|-------------|--------------|
| | | | | | 0-6 months | 7-12 months | 13-24 months |
| 1 | MAM Easy Start™ Anti-Colic | AT/GER | Jun-09 | 2.8 | 100% | 0% | 0% |
| 2 | MAM Easy Start™ Anti-Colic | UK | Oct-09 | 4.4 | 88% | 12% | 0% |
| 3 | MAM Easy Start™ Anti-Colic | USA | Dec-09 | 4.4 | 92% | 8% | 0% |
| 4 | MAM Easy Start™ Anti-Colic | USA | Feb-10 | 4.9 | 89% | 11% | 0% |
| 5 | MAM Easy Start™ Anti-Colic | AT | Mar-10 | 6.1 | 54% | 46% | 0% |
| 6 | MAM Easy Start™ Anti-Colic | AT/GER | Mar-10 | 2.6 | 100% | 0% | 0% |
| 7 | MAM Easy Start™ Anti-Colic | AT | Jul-10 | 8.3 | 26% | 69% | 5% |
| 8 | MAM Feel Good Glass Bottle | GER | Jun-13 | 50% 0-6 months, 50% 7-18 months | | | |
| 9 | MAM Easy Active™ Baby Bottle | GER | Jun-14 | 12.7 | 3% | 47% | 50% |
| 10 | MAM Easy Start™ Anti-Colic | GER | Jun-14 | 4.8 | 75% | 25% | 0% |
| 11 | MAM Easy Start™ Anti-Colic | GER | Aug-17 | 7.1 | 47% | 51% | 3% |
| 12 | MAM Easy Start™ Anti-Colic | FR | Apr-20 | 1.1 | 100% (0-5 months) | 0% | 0% |
| 13 | Easy Active™ Baby Bottle | GER | Apr-22 | 9.3 | 0% | 100% | 0% |
| 14 | MAM Easy Start™ Anti-Colic | GER | Apr-23 | 7.0 | 44% | 56% | 0% |
| 15 | MAM Easy Start™ Anti-Colic | UK | Jan-25 | 9.2 | 8% | 92% | 0% |

Independent online panels were also used to recruit participants in three studies: two alongside MAM Club and one as the sole recruiting panel. 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 |
|-------|----------------------------|---------|--------|---------------------------------|---------------------------|
| 4 | MAM Easy Start™ Anti-Colic | USA | Feb-10 | externally (GlobalMarketInsite) | external panel |
| 8 | MAM Feel Good Glass Bottle | GER | Jun-13 | externally (GIM) | MAM Club + external panel |
| 12 | MAM Easy Start™ Anti-Colic | FR | Apr-20 | internally | MAM Club + external panel |

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.



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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 datasets from MAM on April 7, 2020, and conducted an independent data analysis for these eleven studies. Since then, MAM has provided additional datasets to GIM, which were added to the initial analysis: one dataset was supplied on October 20, 2020 (added as study number twelve), another on April 21, 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 this analysis indicates that it is appropriate to use the conclusion that “94% of babies accept the MAM bottle teat with SkinSoft™ silicone surface” in public communications from the perspective of market research and statistics.

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| 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 |