

## Whisper Wild

### The Market Gap in Sensory-Friendly Children's Grooming

#### Executive Summary

Children's grooming is a high-frequency, high-emotion routine. The market offers many 'kid' tools (quiet clippers, baby nail files, cute designs), but most products optimize the mechanics of cutting—not the sensory readiness that determines whether grooming can happen safely. Whisper Wild targets the pre-grooming failure point: anticipatory distress.

#### 1) Scale of Need: Sensory Sensitivity Is Not a Niche

CDC surveillance estimates autism prevalence at approximately 1 in 31 children aged 8 years in the United States. Autism is strongly associated with sensory processing differences; meta-analytic work finds sensory modulation symptoms are common in ASD populations.

Sensory processing challenges extend beyond autism. A landmark AJOT study estimated parent-reported sensory processing disorder prevalence among kindergarten children at about 1 in 6 (~16%).

Globally, UNICEF estimates the world is home to roughly 2.3 billion children under age 18—meaning the number of families navigating sensory-related challenges in daily routines is substantial even under conservative assumptions.

- Autism prevalence (U.S., age 8): ~1 in 31.
- Sensory challenges in ASD: commonly reported across studies and meta-analyses.
- Sensory challenges beyond ASD: often cited around ~16% based on parent-report research.
- Global child population: ~2.3B under 18 → large caregiver impact.

#### 2) What the Market Sells Today

The children's grooming aisle typically clusters into three product strategies:

- Safety-first mechanics: baby nail clippers/scissors designed to prevent nicks.
- 'Quiet' tools: reduced noise or gentler trimming action, especially for nail buffers and some hair clippers.
- Cute aesthetics: characters/colors that make the tool feel less scary—without changing the sensory experience.

Example: Frida Baby markets NailFrida around visibility and safer trimming mechanics (patented spy hole, scissor-like blade). These are meaningful improvements—but they do not address sensory readiness or engagement sequencing.

### **3) The True Gap: Regulation + Participation Before Contact**

Many families don't fail because they lack a sharper clipper. They fail because the child's nervous system is already overloaded before the tool touches skin. Existing products rarely include a structured pre-action routine, predictable cueing, or participation design. As a result, parents revert to restraint, avoidance, or costly professional alternatives.

Whisper Wild's differentiation is category-defining: Engagement Before Action as a product system.

### **Selected References**

CDC. Autism Data & Statistics / ADDM Network (1 in 31).

Ahn, R. R., Miller, L. J., Milberger, S., & McIntosh, D. N. (2004). Prevalence of parents' perceptions of sensory processing disorders among kindergarten children. *American Journal of Occupational Therapy*.

Ben-Sasson, A., et al. (2009). A meta-analysis of sensory modulation symptoms in individuals with autism spectrum disorders. *Journal of Autism and Developmental Disorders*.

UNICEF. Global child population under 18 (~2.3B).

Major retailer listings and brand product pages (e.g., Frida Baby NailFrida) for market examples.