

Baby Food in the Group of Eight (G8) Countries Market Overview and Forecasts to 2014

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Abstracts

Introduction

This report covers key aspects of the baby food market in the eight nations of the northern hemisphere: Canada, France, Germany, Italy, Japan, Russia, the UK, and the US. Data is provided on market value and volume by category; company and brand shares; distribution channels; and expenditure and consumption per capita for the historic and forecast periods.

Scope

Contains information on five categories: bottled baby food, baby cereals, other baby foods, baby snacks and canned baby food

Market and category level information on value, volume, and expenditure & consumption, with historic (2004-09) and forecast (2010-14) data

Market level company and brand shares as well as distribution share information

Recent product launches

Highlights

The US was the fastest growing country with a CAGR of 5.4% over the 2004-09 period.

Japan is home to the second largest baby food market, led by bottled baby food category.

Reasons to Purchase

Develop business strategies by understanding the quantitative trends within the baby food market in the eight nations of the northern hemisphere

Identify key players within the baby food market in the group of eight (G8) countries to plan lucrative M&A, partnerships and agreements

Obtain insight into new product launches within the baby food market in the group of eight (G8) countries

"

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