

# Baby Food in North America to 2013

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## Abstracts

### Introduction

This databook provides key data and information on the baby food market covering two countries in North America. This report is a comprehensive resource for market, category and segment level data including value, volume, distribution and company share. This report also provides expenditure and consumption data for the historic and forecast periods.

### Scope

\*Contains information on four categories; bottled baby food, baby cereals, other baby foods and baby snacks

\*Market, category and segment level information on value and volume with historic (2003-2008) and forecast (2009-2013) data

\*Category level company share as well as distribution share information for 2007 and 2008

\*Review of the top two companies within the baby food market, including company overview, key facts and business description

### Highlights

The market for baby food in North America increased at a compound annual growth rate of 3.6% between 2003 and 2008.

The bottled baby food category led the baby food market in North America, accounting

for a share of 69.3%.

The leading players in the North American baby food market include Nestle S.A., Hero Ag and Hain Celestial Group.

### **Reasons to Purchase**

\*Develop business strategies by understanding the quantitative trends within the baby food market in North America

\*Design effective marketing and sales strategies by identifying key market categories and segments

\*Identify key players within the market to plan lucrative M&A, partnerships and agreements

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