

# Baby Food in Singapore to 2013

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## Abstracts

### Introduction

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

### Scope

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

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

\*Category level company and brand 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 Singapore increased at a compound annual growth rate of 4% between 2003 and 2008.

The bottled baby food category led the baby food market in Singapore, accounting for a share of 47.2%.

Leading players in Singapore baby food market include H.J. Heinz Company, Nestle S.A. and Groupe Danone.

### **Reasons to Purchase**

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

\*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

## Contents

### **CHAPTER 1 EXECUTIVE SUMMARY**

Summary market level: baby food  
Summary category level: bottled baby food  
Summary category level: baby cereals  
Summary category level: baby snacks  
Summary category level: canned baby food  
Summary category level: other baby foods

### **CHAPTER 2 INTRODUCTION**

What is this report about?  
How to use this report  
Market definition

### **CHAPTER 3 MARKET OVERVIEW**

Value analysis (Singapore Dollar), 2003-08  
Value analysis (Singapore Dollar), 2008-13  
Value analysis (US dollars), 2003-08  
Value analysis (US dollars), 2008-13  
Volume analysis, 2003-08  
Volume analysis, 2008-13  
Company and brand share analysis  
Distribution analysis  
Expenditure and consumption per capita

### **CHAPTER 4 LEADING COMPANY PROFILES**

H.J. Heinz Company  
Nestl? SA

### **CHAPTER 5 CATEGORY ANALYSIS: BOTTLED BABY FOOD**

Value analysis (Singapore Dollar), 2003-08  
Value analysis (Singapore Dollar), 2008-13  
Value analysis (US dollars), 2003-08

Value analysis (US dollars), 2008-13  
Volume analysis, 2003-08  
Volume analysis, 2008-13  
Company and brand share analysis  
Distribution analysis  
Expenditure and consumption per capita

## **CHAPTER 6 CATEGORY ANALYSIS: BABY CEREALS**

Value analysis (Singapore Dollar), 2003-08  
Value analysis (Singapore Dollar), 2008-13  
Value analysis (US dollars), 2003-08  
Value analysis (US dollars), 2008-13  
Volume analysis, 2003-08  
Volume analysis, 2008-13  
Company and brand share analysis  
Distribution analysis  
Expenditure and consumption per capita

## **CHAPTER 7 CATEGORY ANALYSIS: BABY SNACKS**

Value analysis (Singapore Dollar), 2003-08  
Value analysis (Singapore Dollar), 2008-13  
Value analysis (US dollars), 2003-08  
Value analysis (US dollars), 2008-13  
Volume analysis, 2003-08  
Volume analysis, 2008-13  
Company and brand share analysis  
Distribution analysis  
Expenditure and consumption per capita

## **CHAPTER 8 CATEGORY ANALYSIS: CANNED BABY FOOD**

Value analysis (Singapore Dollar), 2003-08  
Value analysis (Singapore Dollar), 2008-13  
Value analysis (US dollars), 2003-08  
Value analysis (US dollars), 2008-13  
Volume analysis, 2003-08  
Volume analysis, 2008-13

Company and brand share analysis  
Distribution analysis  
Expenditure and consumption per capita

## **CHAPTER 9 CATEGORY ANALYSIS: OTHER BABY FOODS**

Value analysis (Singapore Dollar), 2003-08  
Value analysis (Singapore Dollar), 2008-13  
Value analysis (US dollars), 2003-08  
Value analysis (US dollars), 2008-13  
Volume analysis, 2003-08  
Volume analysis, 2008-13  
Company and brand share analysis  
Distribution analysis  
Expenditure and consumption per capita

## **CHAPTER 10 COUNTRY COMPARISON**

Value  
Volume  
Market share

## **CHAPTER 11 PESTLE ANALYSIS**

Summary  
Political analysis  
Economic analysis  
Social analysis  
Technological analysis  
Legal analysis  
Environmental analysis

## **CHAPTER 12 NEW PRODUCT DEVELOPMENT**

Product launches over time  
Recent product launches

## **CHAPTER 13 MACROECONOMIC PROFILE**

Macroeconomic indicators

## **CHAPTER 14 RESEARCH METHODOLOGY**

Methodology overview

Secondary research

Market modeling

Creating an initial data model

Revising the initial data model

Creating a final estimate

Creating demographic value splits

Primary research

Data finalization

Ongoing research

## **CHAPTER 15 APPENDIX**

Future readings

How to contact experts in your industry

Disclaimer

## List Of Figures

### LIST OF FIGURES

- Figure 1: Baby food, Singapore, value by category (SGDm), 2003-13
- Figure 2: Baby food, Singapore, category growth comparison, by value, 2003-13
- Figure 3: Baby food, Singapore, volume by category (kg, million), 2003-13
- Figure 4: Baby food, Singapore, category growth comparison, by volume, 2003-13
- Figure 5: Baby food, Singapore, company share by value (%), 2007-08
- Figure 6: Baby food, Singapore, distribution channels by value (%), 2007-08
- Figure 7: Bottled baby food, Singapore, value by segment (SGDm), 2003-13
- Figure 8: Bottled baby food, Singapore, category growth comparison, by value, 2003-13
- Figure 9: Bottled baby food, Singapore, volume by segment (kg, million), 2003-13
- Figure 10: Bottled baby food, Singapore, category growth comparison, by volume, 2003-13
- Figure 11: Bottled baby food, Singapore, company share by value (%), 2007-08
- Figure 12: Bottled baby food, Singapore, distribution channels by value (%), 2007-08
- Figure 13: Baby cereals, Singapore, value by segment (SGDm), 2003-13
- Figure 14: Baby cereals, Singapore, category growth comparison, by value, 2003-13
- Figure 15: Baby cereals, Singapore, volume by segment (kg, million), 2003-13
- Figure 16: Baby cereals, Singapore, category growth comparison, by volume, 2003-13
- Figure 17: Baby cereals, Singapore, company share by value (%), 2007-08
- Figure 18: Baby cereals, Singapore, distribution channels by value (%), 2007-08
- Figure 19: Baby snacks, Singapore, value by segment (SGDm), 2003-13
- Figure 20: Baby snacks, Singapore, category growth comparison, by value, 2003-13
- Figure 21: Baby snacks, Singapore, volume by segment (kg, million), 2003-13
- Figure 22: Baby snacks, Singapore, category growth comparison, by volume, 2003-13
- Figure 23: Baby snacks, Singapore, company share by value (%), 2007-08
- Figure 24: Baby snacks, Singapore, distribution channels by value (%), 2007-08
- Figure 25: Canned baby food, Singapore, value by segment (SGDm), 2003-13
- Figure 26: Canned baby food, Singapore, category growth comparison, by value, 2003-13
- Figure 27: Canned baby food, Singapore, volume by segment (kg, million), 2003-13
- Figure 28: Canned baby food, Singapore, category growth comparison, by volume, 2003-13
- Figure 29: Canned baby food, Singapore, company share by value (%), 2007-08
- Figure 30: Canned baby food, Singapore, distribution channels by value (%), 2007-08
- Figure 31: Other baby foods, Singapore, value by segment (SGDm), 2003-13
- Figure 32: Other baby foods, Singapore, category growth comparison, by value,

2003-13

Figure 33: Other baby foods, Singapore, volume by segment (kg, million), 2003-13

Figure 34: Other baby foods, Singapore, category growth comparison, by volume, 2003-13

Figure 35: Other baby foods, Singapore, company share by value (%), 2007-08

Figure 36: Other baby foods, Singapore, distribution channels by value (%), 2007-08

Figure 37: Global baby food market split (value terms, 2008), top five countries

Figure 38: Global baby food market value, 2003–08, top five countries

Figure 39: Global baby food market split (volume terms, 2008), top five countries

Figure 40: Global baby food market volume, 2003–08, top five countries

Figure 41: Annual data review process



## List Of Tables

### LIST OF TABLES

- Table 1: Baby food category definitions
- Table 2: Baby food distribution channels
- Table 3: Baby food, Singapore, value by category (SGDm), 2003-08
- Table 4: Baby food, Singapore, value forecast by category (SGDm), 2008-13
- Table 5: Baby food, Singapore, value by category (\$m), 2003-08
- Table 6: Baby food, Singapore, value forecast by category (\$m), 2008-13
- Table 7: Baby food, Singapore, volume by category (kg, million), 2003-08
- Table 8: Baby food, Singapore, volume forecast by category (kg, million), 2008-13
- Table 9: Baby food, Singapore, brand share by value (%), 2007-08
- Table 10: Baby food, Singapore, value by brand (SGDm), 2007-08
- Table 11: Baby food, Singapore, company share by value (%), 2007-08
- Table 12: Baby food, Singapore, value by company (SGDm), 2007-08
- Table 13: Baby food, Singapore, distribution channels by value (%), 2007-08
- Table 14: Baby food, Singapore, value by distribution channel (SGDm), 2007-08
- Table 15: Baby food, Singapore, expenditure per capita (SGD), 2003-08
- Table 16: Baby food, Singapore, forecast expenditure per capita (SGD), 2008-13
- Table 17: Baby food, Singapore, expenditure per capita (\$), 2003-08
- Table 18: Baby food, Singapore, forecast expenditure per capita (\$), 2008-13
- Table 19: Baby food, Singapore, consumption per capita (kg), 2003-08
- Table 20: Baby food, Singapore, forecast consumption per capita (kg), 2008-13
- Table 21: H.J. Heinz Company key facts
- Table 22: Nestl? SA key facts
- Table 23: Bottled baby food, Singapore, value by segment (SGDm), 2003-08
- Table 24: Bottled baby food, Singapore, value forecast by segment (SGDm), 2008-13
- Table 25: Bottled baby food, Singapore, value by segment (\$m), 2003-08
- Table 26: Bottled baby food, Singapore, value forecast by segment (\$m), 2008-13
- Table 27: Bottled baby food, Singapore, volume by segment (kg, million), 2003-08
- Table 28: Bottled baby food, Singapore, volume forecast by segment (kg, million), 2008-13
- Table 29: Bottled baby food, Singapore, brand share by value (%), 2007-08
- Table 30: Bottled baby food, Singapore, value by brand (SGDm), 2007-08
- Table 31: Bottled baby food, Singapore, company share by value (%), 2007-08
- Table 32: Bottled baby food, Singapore, value by company (SGDm), 2007-08
- Table 33: Bottled baby food, Singapore, distribution channels by value (%), 2007-08
- Table 34: Bottled baby food, Singapore, value by distribution channel (SGDm), 2007-08

- Table 35: Bottled baby food, Singapore, expenditure per capita (SGD), 2003-08
- Table 36: Bottled baby food, Singapore, forecast expenditure per capita (SGD), 2008-13
- Table 37: Bottled baby food, Singapore, expenditure per capita (\$), 2003-08
- Table 38: Bottled baby food, Singapore, forecast expenditure per capita (\$), 2008-13
- Table 39: Bottled baby food, Singapore, consumption per capita (kg), 2003-08
- Table 40: Bottled baby food, Singapore, forecast consumption per capita (kg), 2008-13
- Table 41: Baby cereals, Singapore, value by segment (SGDm), 2003-08
- Table 42: Baby cereals, Singapore, value forecast by segment (SGDm), 2008-13
- Table 43: Baby cereals, Singapore, value by segment (\$m), 2003-08
- Table 44: Baby cereals, Singapore, value forecast by segment (\$m), 2008-13
- Table 45: Baby cereals, Singapore, volume by segment (kg, million), 2003-08
- Table 46: Baby cereals, Singapore, volume forecast by segment (kg, million), 2008-13
- Table 47: Baby cereals, Singapore, brand share by value (%), 2007-08
- Table 48: Baby cereals, Singapore, value by brand (SGDm), 2007-08
- Table 49: Baby cereals, Singapore, company share by value (%), 2007-08
- Table 50: Baby cereals, Singapore, value by company (SGDm), 2007-08
- Table 51: Baby cereals, Singapore, distribution channels by value (%), 2007-08
- Table 52: Baby cereals, Singapore, value by distribution channel (SGDm), 2007-08
- Table 53: Baby cereals, Singapore, expenditure per capita (SGD), 2003-08
- Table 54: Baby cereals, Singapore, forecast expenditure per capita (SGD), 2008-13
- Table 55: Baby cereals, Singapore, expenditure per capita (\$), 2003-08
- Table 56: Baby cereals, Singapore, forecast expenditure per capita (\$), 2008-13
- Table 57: Baby cereals, Singapore, consumption per capita (kg), 2003-08
- Table 58: Baby cereals, Singapore, forecast consumption per capita (kg), 2008-13
- Table 59: Baby snacks, Singapore, value by segment (SGDm), 2003-08
- Table 60: Baby snacks, Singapore, value forecast by segment (SGDm), 2008-13
- Table 61: Baby snacks, Singapore, value by segment (\$m), 2003-08
- Table 62: Baby snacks, Singapore, value forecast by segment (\$m), 2008-13
- Table 63: Baby snacks, Singapore, volume by segment (kg, million), 2003-08
- Table 64: Baby snacks, Singapore, volume forecast by segment (kg, million), 2008-13
- Table 65: Baby snacks, Singapore, brand share by value (%), 2007-08
- Table 66: Baby snacks, Singapore, value by brand (SGDm), 2007-08
- Table 67: Baby snacks, Singapore, company share by value (%), 2007-08
- Table 68: Baby snacks, Singapore, value by company (SGDm), 2007-08
- Table 69: Baby snacks, Singapore, distribution channels by value (%), 2007-08
- Table 70: Baby snacks, Singapore, value by distribution channel (SGDm), 2007-08
- Table 71: Baby snacks, Singapore, expenditure per capita (SGD), 2003-08
- Table 72: Baby snacks, Singapore, forecast expenditure per capita (SGD), 2008-13
- Table 73: Baby snacks, Singapore, expenditure per capita (\$), 2003-08

- Table 74: Baby snacks, Singapore, forecast expenditure per capita (\$), 2008-13
- Table 75: Baby snacks, Singapore, consumption per capita (kg), 2003-08
- Table 76: Baby snacks, Singapore, forecast consumption per capita (kg), 2008-13
- Table 77: Canned baby food, Singapore, value by segment (SGDm), 2003-08
- Table 78: Canned baby food, Singapore, value forecast by segment (SGDm), 2008-13
- Table 79: Canned baby food, Singapore, value by segment (\$m), 2003-08
- Table 80: Canned baby food, Singapore, value forecast by segment (\$m), 2008-13
- Table 81: Canned baby food, Singapore, volume by segment (kg, million), 2003-08
- Table 82: Canned baby food, Singapore, volume forecast by segment (kg, million), 2008-13
- Table 83: Canned baby food, Singapore, brand share by value (%), 2007-08
- Table 84: Canned baby food, Singapore, value by brand (SGDm), 2007-08
- Table 85: Canned baby food, Singapore, company share by value (%), 2007-08
- Table 86: Canned baby food, Singapore, value by company (SGDm), 2007-08
- Table 87: Canned baby food, Singapore, distribution channels by value (%), 2007-08
- Table 88: Canned baby food, Singapore, value by distribution channel (SGDm), 2007-08
- Table 89: Canned baby food, Singapore, expenditure per capita (SGD), 2003-08
- Table 90: Canned baby food, Singapore, forecast expenditure per capita (SGD), 2008-13
- Table 91: Canned baby food, Singapore, expenditure per capita (\$), 2003-08
- Table 92: Canned baby food, Singapore, forecast expenditure per capita (\$), 2008-13
- Table 93: Canned baby food, Singapore, consumption per capita (kg), 2003-08
- Table 94: Canned baby food, Singapore, forecast consumption per capita (kg), 2008-13
- Table 95: Other baby foods, Singapore, value by segment (SGDm), 2003-08
- Table 96: Other baby foods, Singapore, value forecast by segment (SGDm), 2008-13
- Table 97: Other baby foods, Singapore, value by segment (\$m), 2003-08
- Table 98: Other baby foods, Singapore, value forecast by segment (\$m), 2008-13
- Table 99: Other baby foods, Singapore, volume by segment (kg, million), 2003-08
- Table 100: Other baby foods, Singapore, volume forecast by segment (kg, million), 2008-13
- Table 101: Other baby foods, Singapore, brand share by value (%), 2007-08
- Table 102: Other baby foods, Singapore, value by brand (SGDm), 2007-08
- Table 103: Other baby foods, Singapore, company share by value (%), 2007-08
- Table 104: Other baby foods, Singapore, value by company (SGDm), 2007-08
- Table 105: Other baby foods, Singapore, distribution channels by value (%), 2007-08
- Table 106: Other baby foods, Singapore, value by distribution channel (SGDm), 2007-08
- Table 107: Other baby foods, Singapore, expenditure per capita (SGD), 2003-08

- Table 108: Other baby foods, Singapore, forecast expenditure per capita (SGD), 2008-13
- Table 109: Other baby foods, Singapore, expenditure per capita (\$), 2003-08
- Table 110: Other baby foods, Singapore, forecast expenditure per capita (\$), 2008-13
- Table 111: Other baby foods, Singapore, consumption per capita (kg), 2003-08
- Table 112: Other baby foods, Singapore, forecast consumption per capita (kg), 2008-13
- Table 113: Global baby food market value, 2008
- Table 114: Global baby food market split (value terms (\$m), 2008), top five countries
- Table 115: Global baby food market volume, 2008
- Table 116: Global baby food market split (volume terms, 2008), top five countries
- Table 117: Leading players, top five countries
- Table 118: Analysis of Singapore's political landscape
- Table 119: Analysis of Singapore's economic landscape
- Table 120: Analysis of Singapore's social landscape
- Table 121: Analysis of Singapore's technology landscape
- Table 122: Analysis of Singapore's legal landscape
- Table 123: Analysis of Singapore's environmental landscape
- Table 124: Singapore baby food new product launches reports, by company, 2009
- Table 125: Singapore baby food new product launches SKUs, by company, 2009
- Table 126: Singapore baby food new product launches (reports), by flavor and fragrances (top 10 flavors), 2009
- Table 127: Singapore baby food new product launches (reports), by ingredients (top 10 ingredients), 2009
- Table 128: Singapore baby food new product launches (reports), by package tags or claims, 2009
- Table 129: Singapore baby food new product launches – recent launches, 2009
- Table 130: Singapore population, by age group, 2003-08 (millions)
- Table 131: Singapore population forecast, by age group, 2008-13 (millions)
- Table 132: Singapore population, by gender, 2003-08 (millions)
- Table 133: Singapore population forecast, by gender, 2008-13 (millions)
- Table 134: Singapore nominal GDP, 2003-08 (SGDbn, nominal prices)
- Table 135: Singapore nominal GDP forecast, 2008-13 (SGDbn, nominal prices)
- Table 136: Singapore real GDP, 2003-08 (SGDbn, 2000 prices)
- Table 137: Singapore real GDP forecast, 2008-13 (SGDbn, 2000 prices)
- Table 138: Singapore real GDP, 2003-08 (\$bn, 2000 prices)
- Table 139: Singapore real GDP forecast, 2008-13 (\$bn, 2000 prices)
- Table 140: Singapore consumer price index, 2003-08 (2000=100)
- Table 141: Singapore consumer price index, 2008-13 (2000=100)

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