

Baby Food Market - Regional level to 2014

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Abstracts

Introduction

This databook provides key data and information on the baby food market for the following regions: Asia-Pacific; Latin America; Middle East and Africa; North America; Eastern Europe and Western Europe. This report is a comprehensive resource for market, category and segment level data including value, volume, distribution and company share.

Scope

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

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

Category level company share as well as distribution share information for 2008 and 2009

Highlights

The regional baby food market grew at a compound annual growth rate of 4.7% between 2004 and 2009.

The bottled baby food category led the regional baby food market, accounting for a share of 48.1%.

The leading player in the Regional baby food market is Nestle S.A.

Reasons to Purchase

Develop business strategies by understanding the quantitative trends within the regional baby food market

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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