

Global Baby Food Market (2009 - 2014)

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The target consumers of commercially-available baby food range from infants (babies aged 6 to 12 months) to toddlers (children up to three years old). Baby food is available in various flavors and in both solid and liquid form. Modern-day time constraints have reduced the use of homemade baby food in both developed as well as developing nations. While U.S. and Europe hold a major share of the global baby food market, emerging economies such as China, India, Brazil, Russia, and Romania also represent a high growth rate.

The baby food market is getting a big boost from the increasing awareness about the role it plays in meeting the nutritional needs of infants and toddlers. The major challenges for the baby food industry are low birth rates, static market conditions in developed countries, and milk intolerance in babies. However, opportunities for the baby food market is immense, as there is large untapped market in developing economies and as evolving food technology and new product developments are expected to attract more customers in future.

The global baby food market is expected to be worth US\$37.6 billion by 2014, growing at an estimated CAGR of 5.0% from 2009 to 2014. Bottled baby food forms the largest market segment; and is expected to reach US\$9.9 billion by 2014 at a CAGR of 4.9% for the same period.

The markets for baby cereals and frozen baby foods are estimated to record revenues of US\$9.9 billion and US\$ 7.8 billion respectively in 2014 on account of the increasing awareness about baby food products, especially in Asia. The markets for baby soups and snacks – estimated to be US\$ 3.9 billion and US\$5.9 billion in 2014 – present good opportunities as these markets currently have only a limited number of products.

North America is the largest baby food market; and is expected to be worth US\$14.17 billion by 2014, accounting for nearly 37% of the total revenues. Europe is the second largest segment and is expected to reach US\$10.8 billion by 2014 at a CAGR of 4.4%. The Asian baby food market is expected to grow with the highest CAGR of 8.6% from 2009 to 2014.

Scope of the Report

This report aims to identify and analyze baby food products according to types, target age group, health benefits, and product ingredients. The report provides in-depth market estimates and forecasts for global baby food market as follows:

- Baby food – products

Baby cereals, bottled baby food, frozen baby food, baby snacks and soups

- Baby food – age group

Newborn (zero to six months), infant (six to twelve months), toddler (one to two years), pre-schooler (two to three years)

- Baby food – health benefits

Brain and eye development, muscular growth, bones and teeth development, blood enhancement, development of the immune system, nervous system, vascular system, etc.

- Baby food – ingredients

Cereals, milk p

Each section will provide market data, market drivers, trends and opportunities, top-selling products, key

players, and competitive outlook. This report will also provide more than 100 market tables for various geographic regions covering the sub-segments and micro-markets. In addition, the report also provides 32 company profiles for each of its sub-segments.

What makes our reports unique?

- We provide the longest market segmentation chain in this industry- not many reports provide market breakdown upto level 5.
- Each report is about 250 pages with 100+ market data tables, 40 competitive company profiles, analysis of 300 patents and minimum 50 micro markets, which are collectively exhaustive and mutually exclusive.
- No single report by any other publisher provides market data for all the segments viz products, services, applications, ingredients, technology, and stakeholders in a single report for all the four geographies - US, Europe, APAC, ROW.
- We provide 10% customization- normally it is seen that clients do not find specific market intelligence that they are looking for. Our customization will ensure that you necessarily get the market intelligence you are looking for and we get a loyal customer.
- 15 pages of high level analysis including benchmarking strategies, best practices and the market's cash cows (BCG matrix). We conduct detailed market positioning, product positioning and competitive positioning. Entry strategies, gaps and opportunities are identified for all the stakeholders.
- Comprehensive market analysis for pharmaceutical and biotech companies, medical device manufacturers, pharma-research labs, doctors, physicians and hospitals, medical/pharma associations, retailers and super-retailers, technology providers, and research and development (R&D) companies.

Key questions answered

- Which are the high-growth segments/cash cows and how is the market segmented in terms of applications, products, services, ingredients, technologies, stakeholders?
- What are market estimates and forecasts; which markets are doing well and which are not?
- Where are the gaps and opportunities; what is driving the market?
- Which are the key playing fields? Which are the winning edge imperatives?
- How is the competitive outlook; who are the main players in each of the segments; what are the key selling products; what are their strategic directives, operational strengths and product pipelines? Who is doing what?

Powerful Research and analysis

The analysts working with MarketsandMarkets come from renowned publishers and market research firms, globally, adding their expertise and domain understanding. We get the facts from over 22,000 news and information sources, a huge database of key industry participants and draw on our relationships with more than 900 market research companies across the world. We, at MarketsandMarkets, are inspired to help our clients grow by providing qualitative business insights with our huge market intelligence repository.

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