

Baby Infant Formula Market by Type (Infant Milk, Follow-on-Milk, Specialty Baby Milk, and Growing-up Milk), Ingredient (Carbohydrate, Fat, Protein, Minerals, Vitamins, and Others), and Distribution Channel (Hypermarkets, Supermarkets, Pharmacy/Medical Store, Specialty Stores, Hard Discounter Stores, and Others): Global Opportunity Analysis and Industry Forecast, 2018 - 2025

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Abstracts

Baby Infant Formula Market Overview:

The global baby infant formula market size is estimated to be \$24,043 million in 2018, and is projected to reach \$45,348 million by 2025, registering a CAGR of 9.5% from 2018 to 2025. Infant formula is an acceptable alternative substitute for infant consumption, which attempts to mimic the nutritional composition of breast milk as closely as possible. Although physicians recommend breastmilk for optimal infant nutrition, it may not always be possible, suitable, or solely adequate. Enspire infant formula and toddler milk, and Similac infant formula and toddler milk are among various infant formulas available for healthy, full-term infants who are not breastfed or partially breastfed.

Increase in participation of women in labor force has led to rise in number of women working outside their houses, which drives the baby infant formula market growth. Infant formula presents an appealing alternative to working mothers for their babies as per the need and convenience. Rapid urbanization and growth of the middle-class population have led to changes in the lifestyle of individuals. The middle-class population is more

affluent and can afford to spend more on their children, thus driving the market growth. Consumer perception of high nutritional content in the infant formula also supplements this growth. At present, consumers' health consciousness is increasing, and they are on a lookout for infant formula having high content of protein, minerals, and vitamins. Moreover, growth in preference for organic infant formulas may present new avenues for the manufacturers. However, concerns related to food safety and decline in global birth rate may hamper the market growth.

The global baby infant formula market is segmented based on type, ingredient, distribution channel, and geography. Based on type, it is classified into infant milk, follow-on-milk, specialty baby milk, and growing-up milk. By ingredient, it is divided into carbohydrate, fat, protein, minerals, vitamins, and others. Based on distribution channel, the market is categorized into hypermarkets, supermarkets, pharmacy/medical stores, specialty stores, hard discounter stores, and others. Based on region, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The leading players in the baby infant formula market have focused on product launch as their key strategies to gain a significant share in the market. The key players profiled in the report include Abbott, Arla Foods Amba, Campbell Soups, Dana Dairy Group Ltd, Danone, D-Signstore, HiPP GmbH & Co. Vertrieb KG, Reckitt Benckiser (Mead Johnson & Company LLC), Nestle S.A. and The Hain Celestial Group.

Key Benefits for Baby Infant Formula Market:

The report provides an in-depth analysis of the current trends, drivers, and dynamics of the global baby infant formula market to elucidate the prevailing opportunities and potential investment pockets.

It offers qualitative trends as well as quantitative analysis from 2018 to 2025 to assist stakeholders to understand the market scenario.

In-depth analysis of the key segments demonstrates the types of baby infant formula.

Competitive intelligence of the industry highlights the business practices followed by key players across geographies and the prevailing market opportunities.

The key players are profiled along with their strategies and developments to

understand the competitive outlook of the industry.

Baby Infant Formula Key Market Segments:

By Type

Infant Milk

Follow-on-Milk

Specialty Baby Milk

Growing-up Milk

By Ingredient

Carbohydrate

Fat

Protein

Minerals

Vitamins

Others

By Distribution Channel

Hypermarkets

Supermarkets

Pharmacy/Medical Stores

Specialty Stores

Hard Discounter Stores

Others

By Geography

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Turkey

Russia

Rest of Europe

Asia-Pacific

China

India

South Korea

Japan

Philippines

Indonesia

Rest of Asia-Pacific

LAMEA

Brazil

Argentina

South Africa

Saudi Arabia

UAE

Rest of LAMEA

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