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Canada Baby Food Market by Product Type (Prepared Baby Food, Dried Baby Food, Cereal and Other Baby Food) and Distribution Channel (offline Store/Retail Store and Online Store): Opportunity Analysis and Industry Forecast, 2019-2026

https://marketpublishers.com/r/C4350BBE7361EN.html
Date: September 2019
Pages: 116
Price: US$ 3,850.00 (Single User License)
ID: C4350BBE7361EN

Abstracts

Baby food refers to the food prepared for infants aged between four-six months and two years. It is soft in texture, has consistency and hence can be effortlessly consumed by infants. Baby food is available in numerous varieties and flavors and can be purchased ready-made from producers. It is typically made from fruits, vegetables, meat and cereals. Traditionally, babies were fed with soft home cooked food, however that has transformed recently. There are several reasons which have cumulatively led to this transformation.

Growing awareness for nutrition, rise in organized retail marketing, urbanization paired with a significant increase in the count of working women population are key factors that boost the baby food industry growth. Infants and toddlers require adequate amount of nutrition in their daily diet. Hence, there is an increase in the demand of packaged baby foods with balanced nutrition value. For this reason, the key market players launch innovative food products which offer products containing minimal preservatives and adequate nutritional content. Furthermore, increasing population of women professionals has led to time-constraints for breast-feeding and preparing homemade food for infants. This has consequently created a positive on the demand for packaged ready-to-eat baby food market. However, slow growth in the birth rate and safety protocols of baby food ingredients by the food inspection agency in Canada can hamper the growth of the market.

Conversely, organic products have been gaining steady share in retail market. More

than half Canadians buy organic food weekly. This purchasing behavior pattern among the consumers creates huge opportunities for the organic baby food sector. In addition, due to increase in health consciousness among consumers, the preference for organic and clean-labelled products has increased significantly. Therefore, the high demand for natural and organic products continues to provide numerous opportunities for the manufacturers

The Canada baby food market is segmented into product type and distribution channel. Depending on type, the market is classified into prepared baby food, dried baby food, cereal and other baby food. The distribution channels covered in the study include online store and offline store/retail channels. The key players in the Canada baby food market include Nestl? S.A., Danone, Plum, PBC, Hain Celestial, Diana Group, Mead Johnson & Company, LLC, Abbott, Loblaws Inc., Parent's Choice Infant Formula, and Kraft Heinz Company.

Key Benefits for Stakeholders

This report provides a quantitative analysis of the current trends, estimations, and dynamics of the global s market size from 2019 to 2026 to identify the prevailing Canada baby food market opportunity.

Porter’s five forces analysis highlights the potency of buyers and suppliers to enable stakeholders to make profit-oriented business decisions and strengthen their supplier-buyer network.

A comprehensive analysis of factors that drive and restrict the Canada baby food market growth is provided.

An in-depth analysis of the Canada baby food market helps determine the prevailing market opportunities.

The report includes details of the analysis of the regional markets, key players, market segments, application areas, and growth strategies.

Key Market Segments

By Product Type

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Prepared Baby Food

Dried Baby Food

Cereals

Other Baby Food

By Distribution Channel

offline retail

Online retail

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