

# Organic Baby Food Market by Product (Prepared Baby Food, Dried Baby Food, Infant Milk Formula, and Others) and Mode of Sale (Offline and Online): Global Opportunity Analysis and Industry Forecast, 2017-2023

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## Abstracts

Organic baby food is made from natural ingredients, which are consumed by the infants or kids approximately up to the age of three to four. These products are produced naturally without or with negligible amount of pesticides, preservatives, and artificial ingredients. These products are available in various varieties and flavors for different age groups of babies. Moreover, organic products are more environment-friendly, help to provide nutrition to babies and improve immunity in them as it contains natural ingredients.

Rise in parental concerns over baby's nutrition, increase in awareness related to the benefits of organic products, improved distribution channels, rise in working women, growth of nuclear families, and eco-friendly farming techniques are supporting to the growth of organic baby food products market. However, the high prices, limited shelf life, and certain regulations with respect to the production of organic food and labeling of these products are expected to hamper the organic baby food market growth. The investment of government and private investors in the emerging countries is expected to provide lucrative opportunities in the global organic baby food market.

The organic baby food market is segmented on the basis of product, mode of sale, and geography. On the basis of product, organic baby food market is categorized into prepared baby food, dried baby food infant milk formula, and others. On the basis of mode of sale, the organic baby food market is classified into offline and online. Based on geography, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA. The key players operating in the organic baby food market includes, Abbott laboratories, Nestlé S.A., Hero Group, Amara Organics, Danone, Plum organics, The Hein celestial

group, North Castle Partners, LLC., HiPP GmbH & Co. Vertrieb KG, and Baby Gourmet Foods Inc. Market estimations of each segment help to analyze the key investment pockets of the organic baby food industry.

High level analysis

The research showcases the current market structure, trends, driving & restraining factors, and the forecast of the market till 2023.

## **KEY BENEFITS TO STAKEHOLDERS**

Porter's Five Forces model analyzes the potential of buyers & suppliers, and the competitive sketch of the market, which is expected to help the market players to develop strategies accordingly.

It outlines the current trends and future scenario of the market from 2017 to 2023 to understand the prevailing opportunities and the investment pockets.

This report provides an in-depth analysis of the organic baby food market to identify the potential investment pockets.

The key drivers, restraints, and opportunities and their detailed impact analyses are elucidated.

## **KEY MARKET SEGMENTS**

### **BY PRODUCT**

Prepared Baby Food

Dried Baby Food

Infant Milk Formula

Others (Biscuits, Puffs, and Snacks)

### **BY MODE OF SALE**

Offline

Online

## BY GEOGRAPHY

North America

U.S

Canada

Mexico

Europe

UK

Germany

France

Russia

Rest of Europe

Asia-Pacific

India

China

Japan

Australia

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

## Key Market Players

Abbott laboratories

Nestl? S.A.

Hero Group

Amara Organics

Danone

Plum organics

The Hein celestial group

North Castle Partners, LLC.

HiPP GmbH & Co. Vertrieb KG

Baby Gourmet Foods Inc.

## Other Companies

Initiative Foods

Vitagermine

Bellamy's Organic

Little Duck Organics

Tasty brand

Olli

Happy Baby

Yummy Spoonfuls.

Revolutionfoods

Freed Foods LLC.

Pumpkin Tree

Materne North America Corp.

Love Child (Brands) Inc.

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