

# **Organic Baby Food Market By Product (Prepared baby food, Dried baby food, Infant milk formula, others) , By Distribution Channel (Supermarkets/hypermarkets, Pharmacies, Department stores, E-commerce, Others) : Global Opportunity Analysis and Industry Forecast, 2024-2033**

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## **Abstracts**

The organic baby food market was valued at \$12.8 billion in 2023, and is projected to reach \$50.8 billion by 2033, growing at a CAGR of 14.8% from 2024 to 2033.

Organic baby food refers to baby food products made from ingredients that are grown without the use of synthetic pesticides, fertilizers, genetically modified organisms, or artificial additives. These foods follow strict organic farming practices, ensuring the absence of harmful chemicals and promoting natural growing processes. Organic baby food products are often considered healthier and safer for infants due to their minimal exposure to potentially harmful substances, while also supporting eco-friendly agricultural practices.

The growth of the global organic baby food market is driven by rise in health consciousness and increase in awareness of the potential health risks associated with synthetic additives and pesticides in conventional food. A study conducted by the Environmental Working Group in 2021 revealed that parents are 40% more likely to choose organic baby food over conventional alternatives, primarily due to concerns over pesticide exposure. The study indicated that 83% of parents believed organic baby food reduced health risks for their children. In addition, rise in global awareness about the benefits of organic products, especially among young parents, leads to increased preference for organic food for infants, thus fostering the market growth. Moreover,

increase in concerns about baby health and safety has shifted the preference of parents toward food that is free from harmful chemicals, GMOs, and preservatives, which acts as the key driving force of the global market. Furthermore, with more parents living in urban areas and adopting busier lifestyles, the demand for convenient and ready-to-eat organic baby food products is growing, which boosts the market growth. Research by the World Health Organization in 2020 reported that 75% of parents in urban areas are more likely to purchase pre-packaged organic baby food due to convenience and concerns about food safety in urban settings. However, high cost of organic baby food acts restrains the market growth. In addition, limited shelf life of organic food due to the absence of preservatives makes them less convenient for storage and long-term use, which acts as the key deterrent factor of the global market. On the contrary, rise in availability of organic baby food through both traditional retail outlets and online platforms is expected to offer lucrative opportunities for the market growth. Furthermore, manufacturers are focusing on including functional ingredients in organic baby food, such as probiotics, prebiotics, DHA, and Omega-3 fatty acids, to enhance nutritional content. Such developments are anticipated to open new avenues for the market expansion in the coming years.

The global organic baby food market is segmented into product, distribution channel, and region. On the basis of product, the market is divided into prepared baby food, dried baby food, infant milk formula, and others. Depending on distribution channel, it is classified into supermarkets/hypermarkets, pharmacies, department stores, e-commerce, and others. Region wise, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

### Key Findings

Depending on product, the prepared baby food segment held the highest market share in 2023, and is expected to maintain its leadership status from 2024 to 2033.

On the basis of distribution channel, the supermarket/hypermarket segment was the major shareholder in 2023, and is anticipated to continue the same trend during the forecast period.

Region wise, North America is expected to emerge as the most lucrative market for organic baby food in the coming years.

### Competition Analysis

Competitive analysis and profiles of the major players in the global organic baby food market include Abbott laboratories, Nestl? S.A., Hero Group, Amara Organics, Danone, Plum organics, The Hein celestial group, North Castle Partners, LLC., HiPP, and Baby Gourmet Foods Inc. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships to strengthen their foothold in the competitive market.

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Consumer Buying Behavior Analysis

Pain Point Analysis

Expanded list for Company Profiles

Key Market Segments

By Product

Prepared baby food

Dried baby food

Infant milk formula

others

By Distribution Channel

Supermarkets/hypermarkets

Pharmacies

Department stores

E-commerce

Others

By Region

North America

U.S.

Canada

Mexico

Europe

France

Germany

Italy

Spain

UK

Russia

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Thailand

Malaysia

Indonesia

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

Saudi Arabia

UAE

Argentina

Rest of LAMEA

Key Market Players

Abbott laboratories

Nestl? S.A.

Hero Group

Amara Organics

Danone

Plum organics

The Hein celestial group

North Castle Partners, LLC.

HiPP

Baby Gourmet Foods Inc.

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