

U.S. Baby Food Market by Product Type (Prepared Baby Food, Dried Baby Food, Cereal and Other Baby Food), and Distribution Channel (Hypermarket & Supermarket, Independent Grocery Store, Specialty Store, Direct to Consumer, And Online Store): Opportunity Analysis and Industry Forecast, 2019-2026

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Abstracts

Baby food implies to the food prepared for infants aged from four-six months and two years up to nine years. It is primarily made up of minced and mashed vegetables, cereals, meats, and fruits. In the recent years, packaged baby food has been widely adopted by parents since it provides convenience and higher nutrition level. In addition, the rise in awareness among people about the numerous health advantages of feeding baby food to infants has significantly fueled the growth of the baby food market. The U.S. baby food market size was valued at \$12.9 billion in 2018 and is projected to reach \$17.2 billion by 2026, growing at a CAGR of 3.7% from 2019 to 2026.

Although millennial parents prefer less kids, they adopt the “quality over quantity” approach. They prioritize organic foods and chemical-free baby products and are ready to purchase products at a higher price. In the coming years, brands providing high quality fresh foods will experience elevated growth. In addition, meal-kit delivery services of packaged baby food have become a pioneer in the baby food retail industry. They offer home delivered organic and nutrient-rich ingredient baby food on subscription basis. With the rise in demand for fresh and clean labelled baby food products, the direct to consumer platform has gained momentum. Consumers are increasingly adopting the subscription based customized meal plans for their babies. This not only provides convenience, but also healthy and high nourishment meals.

The U.S. baby food market is segmented on the basis of product type and distribution channel. By product type, the market is categorized into prepared baby food, dried baby food, cereal, and other baby food. Among these, the cereal segment leads the market with maximum share in terms of revenue, as it has a high content of proteins and vitamins, which promote overall growth and thereby consumed by infants on a regular basis. However, the other baby food segment is expected to experience high demand in the market during the forecast period. By distribution channel, the market is classified into hypermarket & supermarket, independent grocery store, specialty store, direct to consumer, and online store. The U.S. economy majorly prefers hypermarket & supermarket for baby food products and therefore, most of the baby food is sold through mass retail stores such as Walmart and Target in the U.S., thereby making it the dominant channel of distribution for baby food. However, the direct to consumer channel is experiencing growth at a rapid pace since they pay emphasis on the importance of healthy and fresh availability of meals for babies and are provide ready to eat packaging.

The key players in the U.S. baby food market include Abbott laboratories, Beech Nut, Danone, Diana Group, The Hain Celestial Group, Inc., The Kraft Heinz Company, Little Spoon Inc., Mead Johnson & Company, LLC., Nestl? S.A., and Plum, PBC.

Key Benefits for Stakeholders

This report provides a quantitative analysis of the current trends, estimations, and dynamics of the market size from 2019 to 2026 to identify the prevailing U.S. 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 U.S. baby food market growth is provided.

An in-depth analysis of the U.S. 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

Prepared Baby Food

Dried Baby Food

Cereals

Other Baby Food

By Distribution Channel

Hypermarket & Supermarket

Independent Grocery Store

Specialty Store

Direct to Consumer

Online Store

Contents

CHAPTER 1: INTRODUCTION

- 1.1. Report Description
- 1.2. Key Benefits For Stakeholders
- 1.3. Key Market Segments
- 1.4. Research Methodology
 - 1.4.1. Primary Research
 - 1.4.2. Secondary Research
 - 1.4.3. Analyst Tools And Models

CHAPTER 2: EXECUTIVE SUMMARY

- 2.1. Key Findings
 - 2.1.1. Top Investment Pockets
- 2.2. Cxo Perspective

CHAPTER 3: MARKET OVERVIEW

- 3.1. Market Definition And Scope
- 3.2. Key Forces Shaping U.S. Baby Food Market
- 3.4. Market Dynamics
 - 3.4.1. Drivers
 - 3.4.1.1. Growth Of Private Label Baby Food
 - 3.4.1.2. Higher Nutritional Value Of Packaged Baby Food
 - 3.4.1.3. Growth In Direct To Consumer Baby Food Sale
 - 3.4.2. Restraints
 - 3.4.2.1. Steady Decline In The U.S. Fertility Rate
 - 3.4.2.2. Government Initiatives To Promote Breastfeeding
 - 3.4.2.3. Decline In Average U.S. Household Spending
 - 3.4.3. Opportunities
 - 3.4.3.1. Rise In Organic Baby Food
 - 3.4.3.2. Extensive Research On Prebiotic And Probiotics In Baby Food
- 3.5. Macro-Economic Factors
 - 3.5.1. Overview
- 3.6. Consumer Buying Trends

CHAPTER 4: U.S. BABY FOOD MARKET, BY PRODUCT TYPE

U.S. Baby Food Market by Product Type (Prepared Baby Food, Dried Baby Food, Cereal and Other Baby Food), and D...

- 4.1. Overview
- 4.2. Prepared Baby Food
 - 4.2.1. Key Market Trends, Growth Factors, And Opportunities
- 4.3. Dried Baby Food
 - 4.3.1. Key Market Trends, Growth Factors, And Opportunities
- 4.4. Cereal
 - 4.4.1. Key Market Trends, Growth Factors, And Opportunities
- 4.5. Other Baby Food
 - 4.5.1. Key Market Trends, Growth Factors, And Opportunities

CHAPTER 5: U.S. BABY FOOD MARKET, BY DISTRIBUTION CHANNEL

- 5.1. Overview
- 5.2. Hypermarket & Supermarket
 - 5.2.1. Key Market Trends, Growth Factors, And Opportunities
- 5.3. Independent Grocery Store
 - 5.3.1. Key Market Trends, Growth Factors, And Opportunities
- 5.4. Specialty Store
 - 5.4.1. Key Market Trends, Growth Factors, And Opportunities
- 5.5. Direct To Consumer
 - 5.5.1. Key Market Trends, Growth Factors, And Opportunities
- 5.6. Online Store
 - 5.6.1. Key Market Trends, Growth Factors, And Opportunities

CHAPTER 6: COMPANY PROFILES

- 6.1. Abbott Laboratories
 - 6.1.1. Company Overview
 - 6.1.2. Key Executive
 - 6.1.3. Company Snapshot
 - 6.1.4. Operating Business Segments
 - 6.1.5. Product Portfolio
 - 6.1.6. R&D Expenditure
 - 6.1.7. Business Performance
 - 6.1.8. Key Strategic Moves And Developments
- 6.2. Beech-Nut
 - 6.2.1. Company Overview
 - 6.2.2. Key Executive

- 6.2.3. Company Snapshot
- 6.2.4. Product Portfolio
- 6.3. Danone
 - 6.3.1. Company Overview
 - 6.3.2. Key Executive
 - 6.3.3. Company Snapshot
 - 6.3.4. Operating Business Segments
 - 6.3.5. Product Portfolio
 - 6.3.6. Business Performance
- 6.4. Diana Group (Symrise Group)
 - 6.4.1. Company Overview
 - 6.4.2. Key Executive
 - 6.4.3. Company Snapshot
 - 6.4.4. Operating Business Segments
 - 6.4.5. Product Portfolio
 - 6.4.6. R&D Expenditure
 - 6.4.7. Business Performance
- 6.5. Mead Johnson & Company, Llc
 - 6.5.1. Company Overview
 - 6.5.2. Key Executive
 - 6.5.3. Company Snapshot
 - 6.5.4. Operating Business Segments
 - 6.5.5. Product Portfolio
 - 6.5.6. R&D Expenditure
 - 6.5.7. Business Performance
- 6.6. Nestle S A
 - 6.6.1. Company Overview
 - 6.6.2. Key Executive
 - 6.6.3. Company Snapshot
 - 6.6.4. Operating Business Segments
 - 6.6.5. Product Portfolio
 - 6.6.6. Business Performance
- 6.7. Little Spoon, Inc.
 - 6.7.1. Company Overview
 - 6.7.2. Key Executive
 - 6.7.3. Company Snapshot
 - 6.7.4. Operating Business Segments
 - 6.7.5. Product Portfolio
- 6.8. Plum, Pbc

- 6.8.1. Company Overview
- 6.8.2. Key Executive
- 6.8.3. Company Snapshot
- 6.8.4. Product Portfolio
- 6.9. The Hain Celestial Group, Inc. (Hain Celestial)
 - 6.9.1. Company Overview
 - 6.9.2. Key Executive
 - 6.9.3. Company Snapshot
 - 6.9.4. Operating Business Segments
 - 6.9.5. Product Portfolio
 - 6.9.6. R&D Expenditure
 - 6.9.7. Business Performance
- 6.10. The Kraft Heinz Company (Heinz)
 - 6.10.1. Company Overview
 - 6.10.2. Key Executive
 - 6.10.3. Company Snapshot
 - 6.10.4. Product Portfolio
 - 6.10.5. R&D Expenditure
 - 6.10.6. Business Performance

List Of Tables

LIST OF TABLES

Table 01. Population By Age Group of U.S., 2014-2018
Table 02. Income And Savings In U.S., 2014-2018
Table 03. U.S. Baby Food Market, By Product Type, 2017–2026 (\$Million)
Table 04. U.S. Baby Food Market Revenue, By Distribution Channel, 2017-2026 (\$Million)
Table 05. Abbott Laboratories: Key Executives
Table 06. Abbott Laboratories: Company Snapshot
Table 07. Abbott Laboratories: Operating Segments
Table 08. Abbott Laboratories: Product Portfolio
Table 09. Abbott Laboratories: R&D Expenditure, 2016–2018 (\$Million)
Table 10. Abbott Laboratories: Net Sales, 2016–2018 (\$Million)
Table 11. Beech-Nut: Key Executives
Table 12. Beech-Nut: Company Snapshot
Table 13. Beech-Nut: Product Portfolio
Table 14. Danone: Key Executives
Table 15. Danone: Company Snapshot
Table 16. Danone: Operating Segments
Table 17. Danone: Product Portfolio
Table 18. Danone: Net Sales, 2016–2018 (\$Million)
Table 19. Symrise: Key Executives
Table 20. Symrise: Company Snapshot
Table 21. Symrise: Operating Segments
Table 22. Symrise: Product Portfolio
Table 23. Symrise: R&D Expenditure, 2016–2018 (\$Million)
Table 24. Symrise: Net Sales, 2016–2018 (\$Million)
Table 25. Mead Johnson & Company, Llc: Key Executives
Table 26. Mead Johnson & Company, Llc: Company Snapshot
Table 27. Mead Johnson & Company, Llc: Operating Segments
Table 28. Mead Johnson & Company, Llc: Product Portfolio
Table 29. Mead Johnson & Company, Llc: R&D Expenditure, 2016–2018 (\$Million)
Table 30. Mead Johnson & Company, Llc: Net Sales, 2016–2018 (\$Million)
Table 31. Nestle S A: Key Executives
Table 32. Nestle S A: Company Snapshot
Table 33. Nestle S A: Operating Segments
Table 34. Nestle S A: Product Portfolio

Table 35. Nestle S A: Net Sales, 2016–2018 (\$Million)
Table 36. Little Spoon, Inc.: Key Executives
Table 37. Little Spoon, Inc.: Company Snapshot
Table 38. Little Spoon, Inc.: Operating Segments
Table 39. Little Spoon, Inc.: Product Portfolio
Table 40. Plum, Pbc: Key Executives
Table 41. Plum, Pbc: Company Snapshot
Table 42. Plum, Pbc: Product Portfolio
Table 43. The Hain Celestial Group, Inc.: Key Executives
Table 44. The Hain Celestial Group, Inc.: Company Snapshot
Table 45. The Hain Celestial Group, Inc.: Operating Segments
Table 46. The Hain Celestial Group, Inc.: Product Portfolio
Table 47. The Hain Celestial Group, Inc.: R&D Expenditure, 2017–2019 (\$Million)
Table 48. The Hain Celestial Group, Inc.: Net Sales, 2017–2019 (\$Million)
Table 49. The Kraft Heinz Company: Key Executives
Table 50. The Kraft Heinz Company: Company Snapshot
Table 51. The Kraft Heinz Company: Product Portfolio
Table 52. The Kraft Heinz Company: R&D Expenditure, 2016–2018 (\$Million)
Table 53. The Kraft Heinz Company: Net Sales, 2016–2018 (\$Million)

List Of Figures

LIST OF FIGURES

- Figure 01. Key Market Segments
- Figure 02. Executive Summary
- Figure 03. Top Investment Pockets
- Figure 04. Moderate Bargaining Power of Suppliers
- Figure 05. High Bargaining Power of Buyer
- Figure 06. Moderate Threat of New Entrant
- Figure 07. Low Threat of Substitute
- Figure 08. High Intensity of Competitive Rivalry
- Figure 09. Market Dynamic Analysis
- Figure 10. Household Spending of U.S. On Baby Food (2002 - 2017)
- Figure 11. Urban Population of U.S. (2014 - 2018)
- Figure 12. Number of Births In U.S. (2007 - 2017)
- Figure 13. Infant Mortality Rates By Race And Ethnicity, 2016
- Figure 14. U.S. Baby Food Market, By Product Type, 2018
- Figure 15. U.S. Baby Food Market For Prepared Baby Food, 2017-2026 (\$Million)
- Figure 16. U.S. Baby Food Market For Dried Baby Food, 2017-2026 (\$Million)
- Figure 17. U.S. Baby Food Market For Cereal, 2017-2026 (\$Million)
- Figure 18. U.S. Baby Food Market For Other Baby Food, 2017-2026 (\$Million)
- Figure 19. U.S. Baby Food Market, By Distribution Channel, 2018 (%)
- Figure 20. U.S. Baby Food Market For Hypermarket & Supermarket, 2017-2026 (\$Million)
- Figure 21. U.S. Baby Food Market For Independent Grocery Store, 2017-2026 (\$Million)
- Figure 22. U.S. Baby Food Market For Specialty Store, 2017-2026 (\$Million)
- Figure 23. U.S. Baby Food Market For Direct To Consumer, 2017-2026 (\$Million)
- Figure 24. U.S. Baby Food Market For Online Store, 2017-2026 (\$Million)
- Figure 25. Abbott Laboratories: R&D Expenditure, 2016–2018 (\$Million)
- Figure 26. Abbott Laboratories: Net Sales, 2016–2018 (\$Million)
- Figure 27. Abbott Laboratories: Revenue Share By Segment, 2018 (%)
- Figure 28. Abbott Laboratories: Revenue Share By Region, 2018 (%)
- Figure 29. Danone: Net Sales, 2016–2018 (\$Million)
- Figure 30. Danone: Revenue Share By Segment, 2018 (%)
- Figure 31. Danone: Revenue Share By Region, 2018 (%)
- Figure 32. Symrise: R&D Expenditure, 2016–2018 (\$Million)
- Figure 33. Symrise: Net Sales, 2016–2018 (\$Million)
- Figure 34. Symrise: Revenue Share By Segment, 2018 (%)

Figure 35. Symrise: Revenue Share By Region, 2018 (%)

Figure 36. Mead Johnson & Company, Llc: R&D Expenditure, 2016–2018 (\$Million)

Figure 37. Mead Johnson & Company, Llc: Net Sales, 2016–2018 (\$Million)

Figure 38. Mead Johnson & Company, Llc: Revenue Share By Segment, 2018 (%)

Figure 39. Mead Johnson & Company, Llc: Revenue Share By Region, 2018 (%)

Figure 40. Nestle S A: Net Sales, 2016–2018 (\$Million)

Figure 41. Nestle S A: Revenue Share By Segment, 2018 (%)

Figure 42. Nestle S A: Revenue Share By Region, 2018 (%)

Figure 43. The Hain Celestial Group, Inc.: R&D Expenditure, 2017–2019 (\$Million)

Figure 44. The Hain Celestial Group, Inc.: Net Sales, 2017–2019 (\$Million)

Figure 45. The Hain Celestial Group, Inc.: Revenue Share By Segment, 2019 (%)

Figure 46. The Kraft Heinz Company: R&D Expenditure, 2016–2018 (\$Million)

Figure 47. The Kraft Heinz Company: Net Sales, 2016–2018 (\$Million)

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