

# **U.S. Baby Infant Formula Market by Product Type (Infant Milk, Follow-on Milk, Specialty Baby Milk, and Growing-up Milk), Ingredient (Carbohydrate, Fat, Protein, Minerals, Vitamins, and Others), Distribution Channel (Hypermarkets, Supermarkets, Pharmacy/Medical Stores, Specialty Stores, Hard Discounter Stores, and Others), and Point of Sale (Prescription Based and OTC): Opportunity Analysis and Industry Forecast 2021–2027**

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## **Abstracts**

The U.S. baby infant formula market was valued at \$3,653 million in 2019, and is projected to reach \$5,811 million by 2027, registering a CAGR of 5.8% from 2021 to 2027.

Infant formula serves as an ideal alternative suitable for infant consumption, which mimics the nutritional composition of breast milk as closely as possible. Although physicians recommend breast milk 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 infant formulas available for healthy, full-term infants who are not breastfed or partially breastfed.

Increase in participation of women in labor force in the U.S., acts as a key driving force of the U.S. baby infant formula market. For instance, according to the U.S. Bureau of Statistics, the working women population has increased from 57.1% in 2018 to 57.5% in 2020. Infant formula acts as 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. The middle-class population is more affluent and can afford to spend more on their children, thus driving the market growth. In addition, consumer perception of high nutritional content in the infant formula supplements the market growth. Furthermore, increase in health consciousness among consumers is boosting the demand for infant formula having high content of protein, minerals, and vitamins. However, concerns related to food safety and decline in birth rate are anticipated to hamper the market growth. On the contrary, shift in preference for organic infant formulas is expected to offer new avenues for the manufacturers.

The U.S. baby infant formula market is segmented into type, ingredient, and distribution channel. Depending on type, the market is segregated into infant milk, follow-on-milk, specialty baby milk, and growing-up milk. On the basis of ingredient, it is fragmented into carbohydrate, fat, protein, minerals, vitamins, and others. By distribution channel, it is categorized into hypermarkets, supermarkets, pharmacy/medical stores, specialty stores, hard discounter stores, and others.

The players operating in the U.S. baby infant formula market have adopted various developmental strategies to expand their market share, exploit the U.S. baby infant formula market opportunity, and increase profitability in the market. The key players profiled in this report include Abbott Laboratories, Arla Foods, Bobbie, Campbell Soups Company, Dana Dairy Group, Ltd., Danone S.A., D-Signstore, Else Nutrition Holdings, Inc., Hipp GmbH & Co. Vertrieb KG, Holle Baby Food AG, Kabrita USA, Nature's One, LLC., Nestle S.A., Reckitt Benckiser Group Plc., and The Hain Celestial Group, Inc.

#### Key benefits for the stakeholder

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

It offers qualitative trends and quantitative analysis for the period of 2019–2027 to assist stakeholders to understand the market scenario.

In-depth analysis of the key segments demonstrates the trending types across the U.S.

Competitive intelligence of the industry highlights the business practices

followed by key players across U.S. and the prevailing market opportunities.

The key players are profiled along with their strategies and developments to understand the competitive outlook of the industry.

## KEY MARKET SEGMENTS

### By Product 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 Product Type

Prescription based

OTC

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