

France Baby Food and Formula Market Forecast to 2016

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Abstracts

The French baby food industry performance was depressing during 2009 and 2010, affected by collapsed economy all over the world. The baby food industry is still in recovery phase but Eurozone crisis are expected to hit baby food growth in 2012 and 2013. After 2014, industry is expected to showcase a strong growth and open the doors for new players and industries related to baby food such as packaging and advertising. Organic baby food is also gaining importance registering 11% growth in 2011.

In 2008, many baby food products (cheese, juices, yogurt, canned baby food and snacks) witnessed a sharp fall in demand, resulting into negative growth in retail sales. Formula milk for infants and toddlers generate a large sum of revenues but domestic demand continued to fall due to uncertain economy conditions. The year 2006 recorded highest growth in TFR (total fertility rate) whereas there was a fall in 2007. Rising number of women in workforce is supporting organic baby food demand, which is high on cost and mostly preferred in families where both parents are working. Urban segment of the population is the largest buyer of baby food and formula available in stores.

The present title on “France Baby Food and Formula Market Forecast to 2016” provides a comprehensive study on baby food industry and its segments. Here we have highlighted demand pattern in terms of income, GDP and urbanization. The report discusses industry segments such as dry, ready-to-feed and formula milk for infants and toddlers. It further discusses the future potential and growth drivers in the next 5 years up till 2016. SWOT analysis, opportunities and macro economy environment are also part of the report, which may help to understand a change in demand pattern.

Key Findings

Baby food and formula retail sales in value terms has reached USD ~ million in 2011, up by only 0.12% from previous year.

Organic baby food accounts for 5.30% of the total baby food retail sales. Organic infant formula is in its introductory stage and soon expected to grow by 5.0-7.0%

Ready-to-feed (prepared) baby food category holds a dominant position and in 2011 its market share had reached 83.94%, while dry baby food accounted for 7.96% from 11.31% in 2006.

Infant formula market performed a negative CAGR of 0.28% from 2007-2011.

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