

Germany Baby Food and Formula Market Forecast to 2016

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Abstracts

The report titled “Germany Baby Food and Formula Market Forecast to 2016” present a comprehensive analysis on the Germany baby food and formula market which is sub-segmented into prepared baby food, dry baby food and formula milk for infants and toddlers. It assesses market in terms of consumption, demand, retail sales and driving forces. Report also include SWOT analysis, major driving forces, industry growth barriers, opportunities, regulatory structure, macro economy factors and political environment of the country in relation to the baby food industry.

Organic baby food demand is increasing year-on-year and slowly trend of normal baby food is fading away due to rising health concern which is turning interest of affluent individuals from normal to organic food. The demand for convenience food products such as ready to feed baby foods are rapidly developing across Germany. The population of children in the age group of 0-1 year declined by 2.67% in 2011 as compared 2010. Consumption of milk per toddler is noticed to be low between 2-3 year old kids due to increased consumption of solid food over milk with the growing age.

Dried baby food represents a very low demand as compared high demand observed for ready-to-feed (prepared baby food) baby food products. Baby juices are enjoying strong growth momentum. Baby snacks demand had witnessed a fall in 2009 but showed a positive growth in the first quarter of 2011.

Germany is Europe’s largest dairy producer in terms of volume. In cow milk production globally, Germany is ranked sixth by producing 39.00 million tons of milk. Many large international players have presence in the Germany baby food and formula market to avail the benefit of low cost production, easy availability of raw milk to process formula milk, cereals and other baby food contain milk as a base ingredient. Germany being the

largest frozen food market in Europe, with total sales of EUR ~ billion in 2010 is supporting demand for convenience baby food products as well.

Key Findings

In 2011, Germany baby food and formula segment accounted for 9.13% of the total European market, growing at a CAGR 1.81% from 2006-2011.

The baby food segment has inclined by 3.33% in 2011 from previous year to USD ~ million.

The infant formula retail sale has increased from USD ~ million in 2006 to USD ~ million in 2011.

Formula milk segment is expected to reach USD ~ million by 2016 at a CAGR 1.33%.

The organic baby food continued to grow at a positive growth rate from USD ~ million in 2008 to USD ~ million in 2011.

Market for baby food and formula is expected to grow at CAGR 2.73% from 2011-2016 to USD ~ million. Infant formula demand is estimated to be low due to further expected fall in birth rate.

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