

Global Baby Food and Formula Industry Forecast to 2016 - Asia: An Emerging Market for Organic Baby Food

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Abstracts

The present report title “Global Baby Food and Formula Industry Forecast to 2016 – Asia: An Emerging Market for Organic Baby Food” gives a comprehensive analysis over baby food industry demand trends worldwide and by geography. It includes a detailed description of the industry segmentation and product category. The report further discusses about industry trends, major drivers, leading players and future outlook. It also provides a detailed description of baby food and formula industry in the US, France, Germany, India and China with market size, segmentation, sub segments of the industry, major players, competition, industry developments, SWOT analysis, industry driving forces, macro economy environment and industry forecasts to 2016.

During global credit crisis, with the reduction in available income, especially in emerging economies, preference for home cooked baby food had increased over manufactured food items. Rapidly expanding emerging economies such as in India and China the baby food market were witnessing intensifying demand. Over the past few years, a number of large and small new baby food companies have introduced high quality baby food products to meet the market need for quality baby food products.

Formula milk is witnessing fall in demand due to the impact of government initiatives to support breastfeeding and economy slowdown which started in 2008 and since then world economy is going through many fluctuations which caused parents to cut down their expenses. Geographically, the US accounts for larger market share of the organic baby food market. The European market is seeing an increase in demand, particularly in France, Germany and the UK. Asia is an emerging market for organic baby food.

There are bright prospects though for baby snacks and flavored baby juice segment in

the US. The number of children born in the US was highest in 2007 at a level of 4.30 million births but since then it has reduced and reached 4.00 million births in 2010. The US baby food market constitutes a large percentage of dried and prepared baby food and the target market is 0-4 year old kids.

The French baby food and formula market performed negative during 2009 and 2010 due to the effect of financial crises. At present, growth in organic baby food is relatively slow but is expected to gain momentum with the stability in inflation and rise in disposable income. Organic baby food accounted for 5.30% of the total baby food retail sales in 2011

Germany is the largest dairy market in the European Union in terms of volume and value production. 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 to 1 year declined by 2.67% in 2011 as compared to 2010. Dried baby food represents a very low demand as compared to high demand observed for ready-to-feed (prepared baby food) baby food products. Baby juices are enjoying strong growth momentum.

India is the potential destination for baby food manufacturers with huge untapped market. Pricing is the major concern for baby food manufacturers in the country. Only one fourth of the population belongs to upper middle class and high class. Baby juices are still in its infancy stage and facing difficulty to gain importance.

China is the second largest baby food and infant formula market in the world and largest in Asia, which constitute of baby food such as- Dry baby food (cereals, bottled baby food), ready-to-eat baby food (canned baby food and snacks for one year and above babies) and baby juices; and infant formula milk segment.

Key Findings

From 2006-2011, the global baby food and formula industry grew at a CAGR 4.17% and expected to register 5.30% CAGR between 2011-2016 to reach USD 47.00 billion mark.

In 2011 global formula milk retail sales grew 3.64% to USD ~ billion from USD ~ billion in 2010. The segment recorded CAGR of 3.25% from 2006 to 2011.

The total baby food segment in the world grew from USD ~ billion in 2006 to

USD ~ billion in 2011 at a CAGR 5.88%.

The global baby food and formula market is dominated by North America region which contributed 28.63% of the industry worldwide

The baby food and formula industry in the country has showcased a consistent growth prior to 2008 from USD ~ million in 2006 to USD ~ million in 2008 at CAGR 1.19% in the US.

In 2011, baby food retail sales reached USD 2,737 million, registering a growth rate of 4.46% after falling in 2009 and 2010. This segment is expected to grow at CAGR 3.54% from 2011-2016 in the US. In 2011, dry baby food segment grew by 6.67% from previous year to USD ~ million, whereas in 2010, the segment recorded negative results.

In the US, from 2011, formula milk market in the country showed stability, although grew by only 2.55%

In France, Ready-to-feed (prepared) baby food category holds a dominant position with a market share of 83.94% in 2011. In 2011, formula milk showed some signs of improvements and inclined by 0.57% after performing negative in 2009 and 2010. Infant formula market recorded a negative CAGR of 0.28% from 2007-2011.

Overall, the market for France baby food and formula is expected to grow at CAGR of 2.32% from 2012-2016.

In 2011, Germany baby food and formula segment accounted for 9.13% of the total European market, growing at CAGR 1.81% from 2006-2011. The baby food segment has inclined by 3.33% in 2011 from previous year to USD ~ million.

In India, baby food and formula market had witnessed a growth of 4.18% CAGR from 2006-2011. Baby food forms the largest segment and account for 50.52% of the total retail sales of baby food and formula market.

The China baby food and infant formula milk market retail sales by value was recorded at USD 3,581 million in 2007 whereas in 2009, the segment grew by 20.44%, comparatively lower than previous year results. By 2016, industry is expected to record revenue of USD ~ million to grow at 16.57% CAGR in the

next five years.

Consumer spending on baby food was recorded 0.12% of GDP in 2011 compared to 0.10% in the previous year. Infant formula has recorded usual growth in volume sales of 14.08% in 2011 relative to the growth of 14.09% and 15.97% in 2010 and 2009 respectively.

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