

# Israel Baby Food Industry Outlook to 2017 - Driven by Sustained Demand for Standard and Follow-on Milk Formula

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## Abstracts

The report titled 'Israel Baby Food Industry Outlook to 2017 – Driven by Sustained Demand for Standard and Follow-on Milk Formula' provides a comprehensive analysis of the various aspects such as market size, segmentation, trends and developments and future projections of the baby food market in the country. The report also provides detailed explanation of the various macro and industry factors which are driving the growth of baby food industry in Israel.

Israel is an amalgamation of Western, Jewish and Arab culture and showcases a high influence of the western world in its eating and buying habits. The comparative affluence and western outlook of Israeli consumers is visibly reflected in high level of consumption of baby food in the country. The country is well developed in terms of its baby food market structure, with infant formula accounting for more than ~% of the market throughout the span of 2007-2012. The revenues of standard milk have inclined at a CAGR of 14.5% during the span of 2007-2012, gathering revenues of USD ~ million in 2012 which has increased from USD ~ million in 2007. On the other hand, the annual expenditure on infant cereal or dried baby food by the parents in Israel has inclined from USD 241.1 in 2007 to USD ~ in 2012. Additionally, the percentage of infant cereal consumption has increased sizably to ~% infants in 2012. The penetration rate for prepared baby food segment was noted as ~% in 2012 as compared to 59.5% in 2007. The stringent work requirements have impelled the parents to increasingly switch towards the prepared baby foods, which are a convenient substitute for the home-cooked foods as they are rich in nutrients.

The category of other baby food in the country is presently in its nascent stage. The other baby food witnessed highest in the year 2012 wherein the revenues escalated

with ~% of annualized growth from USD ~ revenue in 2011.

As the popularity of the prepared baby food and other baby food grows, the contribution of infant formula is expected to decline to ~% by 2017. Israel is witnessing rising popularity of the prepared baby food segment. Prepared baby food segment is expected to increase at a CAGR of 16.0% over the period of 2012-2017, on account of growing demand for convenient healthy baby food amongst parents. This segment is anticipated to generate revenues of USD ~million by 2017, which would amount for a share of 15.1% in the same year.

The growing eagerness and accessibility to purchase higher quality products amongst consumers, as well as the use of novel and superior quality ingredients, is expected to enhance the sale of premium baby food products in this country. In Israel, baby food is expected to increase rapidly with the growth rate of ~% in 2013, 15.3% in 2015 and ~% in 2017 and expected to reach USD ~ million in 2017.

## **KEY TOPICS COVERED IN THE REPORT**

Israel baby food market size.

The market segmentation of the Israel baby food market on the basis of product category comprising of Milk Formula, Dried Baby Food, Prepared Baby and Other Baby Food.

Market share of major brands in baby food market of Israel.

The future outlook and projections of the baby food market of Israel on the basis of revenue generated.

Future outlook and projections on the basis of product category comprising of Milk Formula, Dried Baby Food, Prepared Baby and Other Baby Food.

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