

Saudi Arabia Baby Food Industry Outlook to 2017 - Rising Popularity of Prepared and Other Baby Food to Spur the Market

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Abstracts

The report titled 'Saudi Arabia Baby Food Industry Outlook to 2017 – Rising Popularity of Prepared and Other Baby Food to Spur the Market' 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 Saudi Arabia.

The country's per capita income reached USD 31,800, increasing by 27.2% in 2011. The strong economic growth of the country has fuelled the expenditure growth on baby food products in the country. Even though the prices for baby food have increased in recent years, parents have spent extravagantly on the nutritional requirements of their younger ones with escalated personal disposable incomes in the country. The country's baby food market earned revenues of USD ~ million in 2012 as compared to USD ~ million revenues in 2007. The revenues have inclined at a CAGR of 13.7% during 2007-2012. Amongst a wide gamut of baby food available in the country, the largest selling category has been the milk formula, followed by dried baby food. The women participation in workplace has been between 17.0%-18.0% during the last five years which has considerably influenced the sales for milk formula in the country. The revenues of the Saudi Arabia milk formula market has inclined at a rate of 15.7% over the review period of 2007-2012, thereby attaining a figure of USD ~ million in 2012. The dried baby food segment held a share of 35.5% in 2012 and its contribution has declined during 2007-2012. Nestlé's Cerelac was the largest brand in the dried baby food segment with ~% share in 2012. The market for dried baby food is expected to grow at a CAGR of 6.5% for next five years to reach USD ~ million in 2017.

The market for jarred food has been growing steadily over the years with a rise in the population of 1-3 year old children. The modern day-time constraints have compelled the parents to opt for these kinds of food which provide convenience solution by saving the cooking time and fulfilling the nutrient requirement of the babies. The market of prepared baby food in Saudi Arabia clocked revenues of USD ~ million in 2012, inclining from USD ~million in 2007 at a CAGR of 17.0% during 2007-2012. Consequently, the other baby food market comprising of tea, juices, rusks and biscuits for babies market has witnessed a surging growth over the 2007-2012 period, primarily influenced by the western culture.

The increasing reliance on baby foods as a result of busier lifestyles of parents is anticipated to expand the market size in coming years. The share of infant formula is expected to fall from ~% in 2012 to ~% in 2015 and finally to ~% share in 2017, on the account of rising contribution from other segments such as prepared and dried baby foods. The rapid adoption of prepared baby food segment is estimated to generate revenue of USD ~ million in 2017 with a CAGR of 18.1% for the period of 2012-2017. The market for baby food in Saudi Arabia is estimated to elevate at a CAGR of 12.3% and garner revenues worth USD ~ million in 2017 from USD ~ million in 2012.

KEY TOPICS COVERED IN THE REPORT

Saudi Arabia baby food market size by industry revenue

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

Major Exporters of baby food products

Market share of major brands in baby food market of Saudi Arabia.

The future outlook and projections of the baby food market of Saudi Arabia 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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