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UAE Baby Food Industry Outlook to 2017 - Rapid Urbanization and Western Influences to Steer the Growth

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Abstracts

The report titled 'UAE Baby Food Industry Outlook to 2017 – Rapid Urbanization and Western Influences to Steer the Growth' 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 UAE.

The rapid urbanization, high income levels and changing role of women at workplace are the major factors which have driven the baby food industry in UAE. The major contributing factor to the growth of baby food in the country is increased women participation in the workforce, which inclined from 39.0% in 2007 to 43.0% in 2012. As a result of the increasing indulgence in work, the dependency of mothers on the baby Food has been growing. Another important factor fueling the growth of baby food industry in UAE is the under-5 aged population which has been continuously increasing over the years. The growing adoption of baby food in UAE created an income of USD ~ Million in 2007 and the market inclined at a CAGR of 11.5% during the period of 2007-2012. The infant formula or milk formula has dominated the baby food industry over the span of 2007-2012, with a share of ~% in 2012. Despite the UAE government initiatives to support exclusive breast feeding at least for the early six months, the number of women buying formula milk in the country has been on the rise. The proportion of the 1-3 year old population consuming growing-up milk formula in UAE was noted as ~%. On the other hand, the increasing affordability and willingness to purchase high quality products has been providing an impetus to the prepared baby food segment in UAE. The sales of the prepared baby food segment have showcased a CAGR of 14.2% during 2007-2012. The market for pureed baby food products in UAE

generated revenues of USD ~ million in 2012, inclining from USD ~ million in 2007. The UAE, similar like other developed countries has been witnessing strong demand for other baby food products. The hectic time schedules compel the parents to opt for healthy nutritious food which can't be prepared at home. The increase demand for teething biscuits and rusks is supported by an aggressive buying of complimentary food especially designed to be consumed by the babies. The baby biscuit market generated revenue of USD ~ million in the year 2012, which increased from USD ~ million in the year 2007.

The baby food industry in UAE holds great potential, supported by high income levels of population and increasing role of women in the workplace. The demand for nutritional and less time-taking meals for babies is expected to surge in the coming years, which is estimated to provide a strong impetus to the overall baby food market in UAE. The overall baby food market in UAE is projected to advance at a CAGR of 13.2% in revenue terms during 2012-2017, reaching USD ~ million by 2017. The increasing fitness and wellbeing consciousness in the country is anticipated to instigate consumers to demand healthier, nutritious food for themselves and their children.

KEY TOPICS COVERED IN THE REPORT

UAE baby food market size.

The market segmentation of the UAE 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 UAE.

The future outlook and projections of the baby food market of UAE 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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