

Baby Food: Unveiling Global Growth Drivers and Premiumisation Strategies

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Abstracts

Growing-up milk formula continues to generate the majority of growth in milk formula, as it is less vulnerable to awareness of breastfeeding's benefits. China is forecast to remain the world's largest market in terms of its value contribution to growth, although manufacturers face new challenges linked to legislation limiting the number of products available. Premiumisation strategies are likely to remain driven by free-from special milk formula and naturally healthy ingredients such as organic.

Euromonitor International's Baby Food: Unveiling Global Growth Drivers and Premiumisation Strategies global briefing offers an insight into to the size and shape of the Packaged Food market, highlights buzz topics, emerging geographies, categories and trends and identifies the leading companies and brands. It also offers strategic analysis on driving packaged food industry trends like health and wellness, premiumisation, convenience and value-for-money and how those trends influence factors like new product developments, packaging innovations, retail distribution and retail pricing both historically and into the future.

Product coverage: Baby Food, Baked Goods, Breakfast Cereals, Confectionery, Dairy, Edible Oils, Ice Cream and Frozen Desserts, Processed Fruit and Vegetables, Processed Meat and Seafood, Ready Meals, Rice, Pasta and Noodles, Sauces, Dressings and Condiments, Savoury Snacks, Soup, Spreads, Sweet Biscuits, Snack Bars and Fruit Snacks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Packaged Food market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Introduction

Global Overview of the Category

Spotlight on China

Key Growth Drivers

future opportunities and challenges

Future Opportunities and Challenges

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