

# Baby Food in New Zealand



Phone: +44 20 8123 2220  
Fax: +44 207 900 3970  
office@marketpublishers.com  
<https://marketpublishers.com>

## Baby Food in New Zealand

Date:	September 23, 2016
-------	--------------------

Pages:	31
--------	----

Price:	US\$ 990.00
--------	-------------

ID:	BDD613F2BF8EN
-----	---------------

The New Zealand birth rate rose in 2015 for the first time in four years, with the number of live births up 7% on the previous year. Additionally, exclusive breast-feeding rates held at 55% in the first six weeks, before dropping off to 43% at three months and 17% at six months. Further, the rates of combined artificial and partial breast-feeding, which includes using infant formula, stood at 35% at six weeks, 44% at three months and 75% at six months, all of which were comparable to 2014.

Euromonitor International's Baby Food in New Zealand report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2011-2015, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2020 illustrate how the market is set to change.

**Product coverage:** Dried Baby Food, Milk Formula, Other Baby Food, Prepared Baby Food.

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

### Why buy this report?

- Get a detailed picture of the Baby 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.

### Table of Content

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Baby Food by Category: Volume 2011-2016

Table 2 Sales of Baby Food by Category: Value 2011-2016

Table 3 Sales of Baby Food by Category: % Volume Growth 2011-2016

Table 4 Sales of Baby Food by Category: % Value Growth 2011-2016

Table 5 NBO Company Shares of Baby Food: % Value 2012-2016

Table 6 LBN Brand Shares of Baby Food: % Value 2013-2016

Table 7 Distribution of Baby Food by Format: % Value 2011-2016

Table 8 Forecast Sales of Baby Food by Category: Volume 2016-2021

Table 9 Forecast Sales of Baby Food by Category: Value 2016-2021

Table 10 Forecast Sales of Baby Food by Category: % Volume Growth 2016-2021

Table 11 Forecast Sales of Baby Food by Category: % Value Growth 2016-2021

Heinz Wattie's Ltd in Packaged Food (new Zealand)

Strategic Direction

Key Facts

Summary 1 Heinz Wattie's Ltd: Key Facts

Competitive Positioning

Summary 2 Heinz Wattie's Ltd: Competitive Position 2016

Executive Summary

Low Interest Rates Drive Highly Competitive Retail Environment

Increasing Ethnic Diversity Influences Packaged Food

Leading Positions Remain Unchanged

Supermarket Duopoly Remains Intact

Economic Conditions To Impact Forecast Period

Key Trends and Developments

Changing Ethnic Demographic in New Zealand Influences Packaged Food

Co-branding Influencing New Product Development

Movements in Private Label Products

Increasing Consumer Focus on Supply Chains

Foodservice: Key Trends and Developments

Headlines

Trends: Sales To Foodservice

Trends: Consumer Foodservice

Prospects

Category Data

Table 12 Foodservice Sales of Packaged Food by Category: Volume 2011-2016

Table 13 Foodservice Sales of Packaged Food by Category: % Volume Growth 2011-2016

Table 14 Forecast Foodservice Sales of Packaged Food by Category: Volume 2016-2021

Table 15 Forecast Foodservice Sales of Packaged Food by Category: % Volume Growth 2016-2021

Market Data

Table 16 Sales of Packaged Food by Category: Volume 2011-2016

Table 17 Sales of Packaged Food by Category: Value 2011-2016

Table 18 Sales of Packaged Food by Category: % Volume Growth 2011-2016

Table 19 Sales of Packaged Food by Category: % Value Growth 2011-2016

Table 20 Sales of Packaged Food by Region: Value 2011-2016

Table 21 Sales of Packaged Food by Region: % Value Growth 2011-2016

Table 22 Sales of Packaged Food by Rural vs Urban: % Value 2016

Table 23 Sales of Packaged Food by City: Value 2011-2016

Table 24 Sales of Packaged Food by City: % Value Growth 2011-2016

Table 25 GBO Company Shares of Packaged Food: % Value 2012-2016

Table 26 NBO Company Shares of Packaged Food: % Value 2012-2016

Table 27 LBN Brand Shares of Packaged Food: % Value 2013-2016

Table 28 Penetration of Private Label by Category: % Value 2011-2016

Table 29 Distribution of Packaged Food by Format: % Value 2011-2016

Table 30 Distribution of Packaged Food by Format and Category: % Value 2016

Table 31 Forecast Sales of Packaged Food by Category: Volume 2016-2021

Table 32 Forecast Sales of Packaged Food by Category: Value 2016-2021

Table 33 Forecast Sales of Packaged Food by Category: % Volume Growth 2016-2021

Table 34 Forecast Sales of Packaged Food by Category: % Value Growth 2016-2021

Sources

Summary 3 Research Sources



### I would like to order:

**Product name:** Baby Food in New Zealand  
**Product link:** <https://marketpublishers.com/r/BDD613F2BF8EN.html>  
**Product ID:** BDD613F2BF8EN  
**Price:** US\$ 990.00 (Single User License / Electronic Delivery)

*If you want to order Corporate License or Hard Copy, please, contact our Customer Service: [office@marketpublishers.com](mailto:office@marketpublishers.com)*

### Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click 'BUY NOW' button on product page <https://marketpublishers.com/r/BDD613F2BF8EN.html>

### To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
E-mail:  
Company:  
Address:  
City:  
Zip/Post Code:  
Country:  
Tel:  
Fax:  
Your message:

\* All fields are required

Customer Signature \_\_\_\_\_

Please, note that by ordering from MarketPublisher.com you are agreeing to our Terms & Conditions at [https://marketpublishers.com/docs/terms\\_conditions.html](https://marketpublishers.com/docs/terms_conditions.html)

To place an order via fax simply print this form, fill in the information below and fax the completed form to **+44 20 7900 3970**