

# Market Overview: Identifying New Trends and Opportunities in the Global Infant Formula Market, Part I

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## Abstracts

With lower birth rates, an increasing proportion of women in employment and growing campaigns to promote breastfeeding, milk formula is constantly evolving. The slowdown in sales in developed regions has caused leading players to target key emerging markets, which are driving the global market. This global briefing investigates the performance of milk formula across regions, analysing key growth drivers and challenges for the future.

Euromonitor International's Market Overview: Identifying New Trends and Opportunities in the Global Infant Formula Market, Part I global briefing offers an insight into to the size and shape of the health and wellness marketplace, highlights buzz topics, emerging trends, categories and geographies as well as pressing industry issues and white spaces. It identifies the leading companies and brands, offers strategic analysis of key factors influencing wellbeing market - be they new product developments, packaging and ingredients innovations, introduction of new regulatory schemes, economic/lifestyle influences, distribution or retail pricing issues. Forecasts illustrate how the market is set to change and criteria for success.

**Product coverage:** Health and Wellness by Category, Health and Wellness by Prime Positioning, Health and Wellness by Type.

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

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Pinpoint growth sectors and identify factors driving change;

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

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IMPACT OF CONSUMER TRENDS ON MILK FORMULA SALES

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