

Global Baby Food Market: Segmented by Quality (Organic and Conventional): By Type (Milk Formula, Dried Baby Food, Ready to Feed Baby Food, Others): By Distribution Channel (Drugstores/ Pharmacies, Supermarket/ Hypermarket, Convenience Stores, Online Channels, Others) and Region- Global Analysis by Market size, share & trends for 2019-2020 and forecasts to 2030

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Abstracts

178+ Pages Research Report The Global Baby Food Market to surpass USD 124.21 billion by 2030 from USD 57.69 billion in 2020 at a CAGR of 7.97% within the coming years, i.e., 2020-30.

Product overview

Baby food is a liquid, soft paste,, or food that is easy to chew since babies do not have the muscles and teeth developed to chew effectively. Babies often switch to baby formula when breastfeeding or infant formula is not enough for the child's appetite. Caution should be exercised with certain foods that present a choking hazard, such as undercooked vegetables, grapes, or foods that may contain bones. Babies begin to eat liquid baby food consisting of pureed vegetables and fruits, sometimes mixed with rice grains and infant formula, or breast milk. Small, soft, or lumpy pieces can be added as the baby can chew better. Caution is advised as babies with teeth have the ability to break chunks of food, but do not have the back molars to the molars, so the food can be carefully chopped or pre-chewed or broken into pieces that your baby can handle. Babies can begin to feed themselves (ingesting pieces of food) around 6 months of age. with the hands, with the whole fist,, or later with the clamp [thumb and forefinger] with

the help of the parents.

Market Highlights

The Global Baby Food Market is predicted to project a notable CAGR of 7.97% in 2030. Growing awareness of nutrition, the rise of organized retail marketing, urbanization combined with a significant increase in the female workforce are key factors driving the growth of the Global Baby Food Market. Feeding babies homemade food is the major limitation in the Global Baby Food Market. Parents demand the highest safety and quality standards in infant nutrition. The major players in the Global Baby Food Market are constantly reforming the products to make them more attractive to parents and babies. The growing population of working women and the organized retail market, particularly in developing countries, are expected to drive the growth of the Global Baby Food Market over the forecast period.

Recent News and Developments:

In 2020 Danone SA acquired Murray Goulburn Dairy (Qingdao) Co. Ltd from Saputo Dairy Australia. This transaction includes an infant formula brand and facility in Qingdao and was completed in June 2020.

In 2019, Nestlé opened a maternity and infant nutrition research and development center in Ireland that will focus on scientific research to support innovation in milk-based maternal and infant nutrition products for the global market

Global Baby Food Market: Segments

Organic Formula segment to grow with the highest CAGR during 2020-2030

The Global Baby Food Market is segmented by Quality into Organic and Conventional. The Organic segment is expected to grow with a significant CAGR in 2020-2030. With the increase in malnutrition and health problems in babies, the demand for organic baby food is growing enormously. Consumers are willing to spend a little more on high-quality organic food. Food Organic food does not contain any preservatives, artificial colors, or flavors, which guarantees the quality of these products.

Milk Formula segment to grow with the highest CAGR during 2020-2030

The Global Baby Food Market is segmented by Type into Milk Formula, Dried Baby Food, Ready to Feed Baby Food, Others. The Milk Formula segment dominated the Global Baby Food Market in 2019 and accounted for around half of total market sales. The increasing incidence of lactation problems in infants has affected baby food acceptance. Milk-based babies Breastfeeding problems in women are the main driver of the Global Baby Food Market.

Supermarket/ Hypermarket segment to grow with the highest CAGR during 2020-2030. The Global Baby Food Market is segmented by Distribution Channel into Drugstores/ Pharmacies, Supermarket/ Hypermarket, Convenience Stores, Online Channels, Others. The Supermarket/ Hypermarket segment had a large share of the Global Baby Food Market in 2020. Supermarkets are becoming more and more common due to the large variety of consumer goods under one roof, sufficient parking spaces, and flexible operating systems. These stores carry a wide range of products in a specific product category, giving customers more choice, however, the small grocery retailer segment is expected to see the highest CAGR with significant growth in the forecast period 2020-2030. Due to the popularity of e-commerce websites, the proliferation of the internet and smartphones, and a growing trend towards online shopping, it is estimated that it will have the largest share of the Global Baby Food Market during the forecast period.

Global Baby Food Market: Market Dynamics

Drivers

Increasing Awareness of right nutrition

Today, parents are increasingly aware of the effects of proper nutrition on the overall growth and development of their child. As a result, they are shifting to baby food and infant formula rich in protein, vitamins, minerals, and carbohydrates and increasing sales of baby food. These products are mostly available in powder form that can be mixed with water or milk. In addition, due to increasing consumer awareness, manufacturers are introducing organic baby food, premium and minimally processed varieties, and infant formula varieties. In addition, the emerging e-commerce sector is also boosting sales of these products as it improves consumer convenience compared to traditional retail formats.

Growing demand for organic baby food

The increasing number of malnutrition cases and health problems for the overall growth of babies are key drivers for the global baby food market. Parents are willing to spend on high-quality and expensive products for the wellbeing of their babies. Organic baby food prevents any kind of pesticide in the baby's body. It is made from fruits and vegetables that are not sprayed with chemical pesticides and animal meats that are not given to them. Antibiotics or growth hormones. Urbanization and the growing workforce, especially women, promoted a convenience-oriented lifestyle, increased global demand for organic baby food, and, as a result, increased sales of baby food.

Restraints

High product costs

Growing consumer purchasing power, various brands available in the market, and increasing industrialization are driving Global Baby Food Market growth around the world, however, high production costs are expected to constrain market growth in global baby foods during the rise in breastfeeding due to government initiatives, falling birth rates, and food safety are some other important factors that are holding back the growth of the Global Baby Food Market

Impact of COVID19 on the Global Baby Food Market

During the COVID19 pandemic, baby food was marked as an essential commodity and as key retail distribution channels were allowed to remain open, warehousing led to a significant increase in retail sales. Developed and developing countries have seen slower growth due to the disruption in the supply chain as consumers spend less during the economic downturn. Global Baby Food Market growth is expected due to the wave of innovation with key ingredients such as breast milk oligosaccharides (HMOs) and probiotics. In the long term, manufacturers are expected to develop products that support the immune system from infancy. Intensive R&D activities by various companies in the baby food sector would help companies offer affordable baby food. Baby food products include powdered milk, cereals, snacks, and various fresh ready-to-drink fruits and juices made from vegetables.

Global Baby Food Market: Key Players

DANONE

Company Overview, Business Strategy, Key Product Offerings, Financial Performance, Key Performance Indicators, Risk Analysis, Recent Development, Regional Presence, SWOT Analysis

Nestlé SA

Abbott Laboratories Inc.

Royal Friesland Campina NV

Pfizer Inc

GlaxoSmithKline Plc, Bellamy Organics

Mead Johnson & Company LLC

Campbell Soups

Dean Foods Co.

Hain Celestial Group Inc.

Global Baby Food Market: Regions

Global Baby Food Market is segmented based on regional analysis into five major regions. These include North America, Latin America, Europe, Asia Pacific and the Middle East, and Africa. The Asia-Pacific region excluding Japan will continue to be the most lucrative market for the sale and production of baby food. The demand for baby food in developed markets such as North America and Europe will remain stable over the forecast period.

Global Baby Food Market is further segmented by region into:

North America Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – United States and Canada

Latin America Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – Mexico, Argentina, Brazil, and Rest of Latin America

Europe Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – United Kingdom, France, Germany, and Rest of Europe

Asia Pacific Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – China, Japan, Australia, and Rest of APAC

Middle East and Africa Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – North Africa, Israel, GCC, South Africa, and Rest of MENA

Global Baby Food Market report also contains analysis on:

Global Baby Food Market Segments:

By Quality

Organic

Conventional

By Type

Milk Formula

Dried Baby Food

Ready to Feed Baby Food

Others

By Distribution Channel

Drugstores/ Pharmacies

Supermarket/ Hypermarket

Convenience Stores

Online Channels

Others

Global Baby Food Market Dynamics

Global Baby Food Market Size

Supply & Demand

Current Trends/Issues/Challenges

Competition & Companies Involved in the Market

Value chain of the Market

Market Drivers and Restraints

Global Baby Food Market Report Scope and Segmentation

Report Attribute Details

Market size value in 2020 USD 57.69 billion

Revenue forecast in 2030 USD 124.21 billion

Growth Rate CAGR of 7.97% from 2021 to 2030

Base year for estimation 2020

Quantitative units Revenue in USD million and CAGR from 2021 to 2030

Report coverage Revenue forecast, company ranking, competitive landscape, growth factors, and trends

Segments covered Basis, Quality, Type, Distribution Channels and Region

Regions Covered North America; Europe; Asia Pacific; Latin America; Middle East & Africa (MEA)

Key companies profiled DANONE, Nestl? SA, Abbott Laboratories Inc., Royal Friesland Campina NV, Pfizer Inc, GlaxoSmithKline Plc, Bellamy Organics, Mead Johnson & Company LLC, Campbell Soups, Dean Foods Co., Hain Celestial Group Inc.

Frequently Asked Questions on the Global Baby Food Market

How widely can a Global Baby Food Market expand?

Who are the key players in the Global Baby Food Market?

Which segment is anticipated to hold the largest Global Baby Food Market share?

What could be the factors driving the growth of the Global Baby Food Market?

What could be the exigent factors in the growth of Global Baby Food Market?

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Consultant Recommendation

**The above-given segmentations and companies could be subjected to further modification based on in-depth feasibility studies conducted for the final deliverable.

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