

# Global Infant Bifidobacterium Powder Market 2023 by Manufacturers, Regions, Type and Application, Forecast to 2029

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## Abstracts

According to our (Global Info Research) latest study, the global Infant Bifidobacterium Powder market size was valued at USD 107 million in 2022 and is forecast to a readjusted size of USD 133 million by 2029 with a CAGR of 3.2% during review period.

Infant bifidobacterium powder refers to a formulation of probiotics specifically designed for infants and young children. These powders contain strains of bifidobacterium, a type of beneficial bacteria that naturally resides in the gut and plays a vital role in maintaining a healthy digestive system.

According to World Bank statistics, the global birth rate in 2021 was about 1.7%. Although the population growth rate had slowed down, with the development of the world economy and the increase of per capita disposable income of residents, the spending power is growing. Therefore, there is still a large room for development in the baby products industry. Improving product quality and tapping the value of a single customer will become the drivers for the growth of the infant and child industry. Refinement and diversification are the core characteristics of the consumer demand. China has a large population base, and even if the population growth rate slows down, there will still be a demographic dividend. The State Council in 2022 proposes to 'Guide market players to produce safer and healthier domestic infant products'. According to the National Bureau of Statistics, China's birth rate in 2022 was 6.77%, and the birth population was 9.56 million. According to the results of the seventh national census in 2021, the number of infants and young children aged 0-6 in China reached 140 million, of which the number of infants and young children aged 3-6 exceeded 70 million. The huge population size has brewed a market demand with huge potential, and the children's consumption market has risen rapidly. Chinese families spend a lot on

childcare, with the average cost of childcare ranking second in the world. The survey data released by China Research Center for Children's Industry shows that in 80% of families in China, children's expenditures account for 30% to 50% of household expenditures, and the average annual consumption of children in families is ?17,000 to 25,500. According to data from the Yuwa Population Research, the national average cost of raising a child (the cost of raising a child to the age of 18) is ?485,218. From the perspective of specific stages, the largest proportion is the cost of raising children aged 6-14, accounting for about 45%. The cost during pregnancy, the cost of childbirth and confinement, and the cost of raising babies aged 0-2 accounted for 2.06%, 2.09% and 13.33% separately.

The Global Info Research report includes an overview of the development of the Infant Bifidobacterium Powder industry chain, the market status of Dairy Products (Below 100 Billion CFU/g, 100-200 Billion CFU/g), Dietary Supplements (Below 100 Billion CFU/g, 100-200 Billion CFU/g), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Infant Bifidobacterium Powder.

Regionally, the report analyzes the Infant Bifidobacterium Powder markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Infant Bifidobacterium Powder market, with robust domestic demand, supportive policies, and a strong manufacturing base.

#### Key Features:

The report presents comprehensive understanding of the Infant Bifidobacterium Powder market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Infant Bifidobacterium Powder industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the sales quantity (kg), revenue generated, and market share of different by Type (e.g., Below 100 Billion CFU/g, 100-200 Billion CFU/g).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and

market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Infant Bifidobacterium Powder market.

**Regional Analysis:** The report involves examining the Infant Bifidobacterium Powder market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the Infant Bifidobacterium Powder market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Infant Bifidobacterium Powder:

**Company Analysis:** Report covers individual Infant Bifidobacterium Powder manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards Infant Bifidobacterium Powder. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Dairy Products, Dietary Supplements).

**Technology Analysis:** Report covers specific technologies relevant to Infant Bifidobacterium Powder. It assesses the current state, advancements, and potential future developments in Infant Bifidobacterium Powder areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Infant Bifidobacterium Powder market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

**Market Segmentation**

Infant Bifidobacterium Powder market is split by Type and by Application. For the period 2018-2029, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

#### Market segment by Type

Below 100 Billion CFU/g

100-200 Billion CFU/g

Above 200 Billion CFU/g

#### Market segment by Application

Dairy Products

Dietary Supplements

Others

#### Major players covered

DuPont

Chr. Hansen

Lallemand

BioGaia

Probi

Biosearch Life

Morinaga Milk

SYNBIO TECH INC.

## Bioflag

Market segment by region, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Infant Bifidobacterium Powder product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Infant Bifidobacterium Powder, with price, sales, revenue and global market share of Infant Bifidobacterium Powder from 2018 to 2023.

Chapter 3, the Infant Bifidobacterium Powder competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Infant Bifidobacterium Powder breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2018 to 2029.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2018 to 2029.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales

quantity, consumption value and market share for key countries in the world, from 2017 to 2022. and Infant Bifidobacterium Powder market forecast, by regions, type and application, with sales and revenue, from 2024 to 2029.

Chapter 12, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Infant Bifidobacterium Powder.

Chapter 14 and 15, to describe Infant Bifidobacterium Powder sales channel, distributors, customers, research findings and conclusion.

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