

North America Baby Food Market Size, Share & Trends Analysis Report By Application (Milk Formula, Dried, Prepared), By Distribution Channel (Supermarket, Online), By Country, And Segment Forecasts, 2025 - 2030

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Abstracts

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North America Baby Food Market Growth & Trends

The North America baby food market size is estimated to reach USD 10.36 billion by 2030, registering a CAGR of 6.7% from 2025 to 2030, according to a new report by Grand View Research, Inc. Augmented demand for organic and gluten-free food is likely to drive the market over the forecast period.

The baby food market in North America is rapidly gaining momentum on account of rising birth rate and population of working women. Rising consumption of baby food on account of its high nutritional content is likely to augment the market demand over the forecast period. Emphasis on organic ingredients in baby food manufacturing process is one of the major reasons for growth in demand.

Milk formula is the largest application segment in 2024 and is expected to witness a substantial CAGR over the forecast period. However, prepared baby food is anticipated to register fastest CAGR of 7.8% over the analysis period from 2025 to 2030.

Technological advancements in packaging and processing in U.S. baby food sector are anticipated to further drive the market over the forecast period. Busy lifestyles of consumers along with growth in the population of working women are other factors

projected fuel demand for organic baby foods over the forecast period.

North America Baby Food Market Report Highlights

By application, the milk formula dominated the market with the largest revenue share of 50.1% in 2024.

The prepared baby food segment is expected to grow at the fastest CAGR of 7.8% over the forecast period.

Based on distribution channel, the supermarkets dominated the market with the largest revenue share in 2024.

The online channel is expected to grow at the fastest CAGR over the forecast period.

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