

Organic Baby Food Market Size, Share & Trends Analysis Report By Product (Infant Milk Formula, Prepared Baby Food, Dried Baby Food), By Distribution Channel (Supermarket/Hypermarkets), By Region And Segment Forecasts, 2022 - 2028

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Abstracts

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Organic Baby Food Market Growth & Trends

The global organic baby food market size is expected to reach USD 6.34 billion by 2028, registering a CAGR of 8.7% from 2022 to 2028, according to a new report by Grand View Research, Inc. The rising parental concerns over the baby's health and nutrition in developing and developed countries are major driving factors of the market over the last few years. Moreover, the increasing awareness about the benefits of organic food products among consumers is further propelling the market growth.

Moreover, a lockdown situation has been observed during the COVID-19 pandemic, and it showed a negative impact on the market due to the suspended or delayed supply of raw material used for preparing organic packaged food products. However, it significantly impacts on demand and supply chain of organic baby food products. Moreover, increasing demand for infant formula products after the COVID-19 pandemic will create opportunities for the market players.

The infant milk formula segment is expected to register the highest CAGR of 8.9% from 2022 to 2028. The increasing popularity of organic packaged food products due to chemical-free healthy food has projected market growth in the forecast period. The rising consumption of innovative organic baby food products as these products are

convenient and quick sources of energy and nutrition for the babies is the major driving force of this segment.

The online retail segment is expected to grow with a higher CAGR of 9.8% from 2022 to 2028 in the global market. The growth of online distribution channels is attributed due to the availability of online platforms via shopping portals and mobile apps. It is also observed companies, distributors and retailers are adopting the online platform to sell organic baby food. As a result of this, the online segment is gaining traction compared to offline.

The Asia Pacific dominated the market with a revenue share of around 45% in 2021. Factors such as increasing per capita consumption, disposal income, and people's concern about baby's health are contributing to the growth of this market. Especially China, India, and Japan have a huge consumer base for the consumption of organic food products, which creates demand for organic baby food in the forecast period.

The market players are looking to gain customer loyalty and uphold their brand image by providing innovative products as per customer specifications and analyzing consumer behavior patterns. Manufacturers of organic baby food products are offering an innovative combination of new products and the growing trend of clean labeled production and nutritious diets of baby food which is propelling the market growth.

Organic Baby Food Market Report Highlights

The Asia Pacific is expected to register the largest market share of around 45% in 2021 owing to the rising number of newborns in China and India

The infant milk formula segment is expected to foresee the fastest growth, with a CAGR of 8.9% from 2022 to 2028 due to the increasing popularity of organic packaged food products owing to chemical-free healthy food.

Supermarket/ hypermarkets distribution channel held the largest market in share in 2021, contributing more than 40% of the total revenue due to the traditional way of selling products compared to the online distribution channel

Europe is expected to register the fastest growth of 9.1% CAGR from 2022 to 2028 due to the rising consumption of ready-to-eat products

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