

Organic Baby Food Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

Market Overview 2023-2028:

The global organic baby food market size reached US\$ 5.0 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 10.6 Billion by 2028, exhibiting a growth rate (CAGR) of 13% during 2023-2028. The increasing prevalence of various diseases, rising health awareness among parents, and the growing sales of premium organic food variants represent some of the key factors driving the market.

Continuous Government Support Facilitating Market Growth

Governing agencies of numerous countries are spreading awareness about the negative health impact of synthetic additives, GMOs, and preservatives. This represents one of the major factors driving the demand for organic baby food around the world. Apart from this, these agencies are also implementing regulations and initiatives to ensure the safety and quality of baby food. They are also providing funds to farmers for supporting organic farming practices.

Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided. The market structure is concentrated with a few players accounting for the majority of the market share. The volume of new entrants is moderate in the organic baby food industry due to high market growth, low product differentiation, and switching costs.

What is Organic Baby Food?

Organic baby food is made from ingredients, such as fruits, vegetables, grains, meats, and dairy products, that are grown and processed without the use of synthetic fertilizers, pesticides, antibiotics, growth hormones, or genetically modified organisms (GMOs). It comprises purees, cereals, snacks, crackers, bread, and finger foods. It is rich in protein, iron, calcium, vitamins, fats, carbohydrates, minerals, and other essential nutrients. It aids in boosting the immune system, improving brain development, minimizing the risks of developing allergies, and enhancing the overall health and well-being of babies. It also eliminates the risks of attention-deficit disorder (ADD) and other concentration-related problems. It offers better nourishment for infants and toddlers as it does not contain preservatives and artificial sweeteners. It is currently widely available in various textures and consistencies that depends on the age and development stage of the babies.

COVID-19 Impact:

The COVID-19 pandemic outbreak caused a significant impact on the organic baby food industry and imposed unprecedented challenges on numerous countries. As the world grappled with the effects of the virus, the demand for organic baby food increased abruptly. Parents were increasingly concerned about the health of their infants and wanted to provide them with the best possible nutrition. This led to a rise in the sales of organic baby food as parents sought out healthier options for their babies. However, the pandemic also presented significant challenges for the organic baby food industry. The disruption to global supply chains affected by the pandemic made it difficult for organic baby food manufacturers to source the ingredients needed to produce their products. As a result, many manufacturers faced shortages of key ingredients, which led to production delays and increased costs. The pandemic also had a substantial impact on the distribution of organic baby food. With many stores and retail outlets forced to close due to lockdowns and other restrictions, manufacturers had to find new ways to get their products to market. Many turned to online sales and direct-to-consumer models, which helped them to maintain sales and revenue during a challenging period. Despite these challenges, the organic baby food industry has shown remarkable resilience in the face of the pandemic. Manufacturers have adapted to the changing circumstances, and the demand for organic baby food remains strong.

Organic Baby Food Market Trends:

The surging prevalence of various diseases and allergies and increasing concerns

among parents about the health and well-being of their babies represent one of the major factors driving the demand for organic baby food around the world. Moreover, the rising health awareness among parents about the importance of early childhood nutrition is favoring the growth of the market. In addition, rapid urbanization and expanding purchasing power of individuals are catalyzing the sales of premium organic food variants. This, coupled with the easy availability of these variants via supermarkets, specialty stores, and e-commerce retail channels that offer doorstep delivery and multiple payment methods, is contributing to the market growth. Apart from this, product manufacturers are launching various products in different flavors, such as chocolate, banana, mango, and strawberry, to make the food more appealing for the babies and expand their product portfolio. They are also focusing on different packaging solutions, such as pouches and reusable containers. Key manufacturers are introducing vegan, no cholesterol, and gluten-free organic baby food that can safely be consumed by babies suffering from lactose-intolerant and celiac disease. Furthermore, the growing occurrence of metabolic disorders among babies is influencing the adoption of organic baby food over its non-organic counterparts.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global organic baby food market report, along with forecasts at the global and regional level from 2023-2028. Our report has categorized the market based on product type and distribution channel.

Product Type Insights:

RTE (Ready-to-Eat) Baby Food

Milk Formula

Dried Baby Food

Others

The report has provided a detailed breakup and analysis of the organic baby food market based on the product type. This includes RTE (ready-to-eat) baby food, milk formula, dried baby food, and others. According to the report, RTE (ready-to-eat) baby food represented the largest segment due to the increasing convenience in usage. Moreover, the availability of RTE baby food products, such as purees, vegetables, and fruit blends that are available in different flavors, including mango, banana, or peach, and can provide taste and nutrition to babies, is propelling the market growth.

Distribution Channel Insights:

Supermarkets and Hypermarkets
Specialty Stores
Convenience Stores
Online Retailers
Others

A detailed breakup and analysis of the organic baby food market based on the distribution channel has also been provided in the report. This includes supermarkets and hypermarkets, specialty stores, convenience stores, online retailers, and others. According to the report, supermarkets and hypermarkets accounted for the largest market share as they have resources to offer proper storage facilities for keeping these products and providing various products and convenient pack sizes. They also have more space for better brand visibility and communication, and often implement marketing strategies to promote a specific brand or a product.

Regional Insights:

North America
Europe
Asia Pacific
Middle East and Africa
Latin America

The report has also provided a comprehensive analysis of all the major regional markets, which include North America, Europe, Asia Pacific, the Middle East and Africa, and Latin America. According to the report, Asia Pacific was the largest market for organic baby food. Governing agencies of numerous countries are undertaking initiatives for regulating organic farming and improving product availability. This represents one of the major factors driving the Asia Pacific organic baby food market. Furthermore, the increasing awareness of chemical-free baby products and the rising number of the working population are favoring the growth of the market. Besides this, the growing willingness to pay premium price for organic baby food variants is influencing the market positively in the region.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global organic baby food market. Some of the companies covered in the report include:

Abbott Nutrition
Danone
Nestle
Hero Group
Kraft Heinz

Please note that this only represents a partial list of companies, and the complete list has been provided in the report.

Key Questions Answered in This Report

1. What was the size of the global organic baby food market in 2022?
2. What is the expected growth rate of the global organic baby food market during 2023-2028?
3. What has been the impact of COVID-19 on the global organic baby food market?
4. What are the key factors driving the global organic baby food market?
5. What is the breakup of the global organic baby food market based on the product type?
6. What is the breakup of the global organic baby food market based on the distribution channel?
7. What are the key regions in the global organic baby food market?
8. Who are the key players/companies in the global organic baby food market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL ORGANIC BABY FOOD MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Breakup by Product Type
- 5.5 Market Breakup by Distribution Channel
- 5.6 Market Breakup by Region
- 5.7 Market Forecast
- 5.8 SWOT Analysis
 - 5.8.1 Overview
 - 5.8.2 Strengths
 - 5.8.3 Weaknesses
 - 5.8.4 Opportunities
 - 5.8.5 Threats
- 5.9 Value Chain Analysis

- 5.9.1 Overview
- 5.9.2 Research and Development
- 5.9.3 Raw Material Procurement
- 5.9.4 Manufacturing
- 5.9.5 Marketing
- 5.9.6 Distribution
- 5.9.7 End-Use
- 5.10 Porters Five Forces Analysis
 - 5.10.1 Overview
 - 5.10.2 Bargaining Power of Buyers
 - 5.10.3 Bargaining Power of Suppliers
 - 5.10.4 Degree of Competition
 - 5.10.5 Threat of New Entrants
 - 5.10.6 Threat of Substitutes

6 MARKET BREAKUP BY PRODUCT TYPE

- 6.1 RTE (Ready-to-Eat) Baby Food
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Milk Formula
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast
- 6.3 Dried Baby Food
 - 6.3.1 Market Trends
 - 6.3.2 Market Forecast
- 6.4 Others
 - 6.4.1 Market Trends
 - 6.4.2 Market Forecast

7 MARKET BREAKUP BY DISTRIBUTION CHANNEL

- 7.1 Supermarkets and Hypermarkets
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
- 7.2 Specialty Stores
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast
- 7.3 Convenience Stores

- 7.3.1 Market Trends
- 7.3.2 Market Forecast
- 7.4 Online Retailers
 - 7.4.1 Market Trends
 - 7.4.2 Market Forecast
- 7.5 Others
 - 7.5.1 Market Trends
 - 7.5.2 Market Forecast

8 MARKET BREAKUP BY REGION

- 8.1 North America
 - 8.1.1 Market Trends
 - 8.1.2 Market Forecast
- 8.2 Europe
 - 8.2.1 Market Trends
 - 8.2.2 Market Forecast
- 8.3 Asia Pacific
 - 8.3.1 Market Trends
 - 8.3.2 Market Forecast
- 8.4 Middle East and Africa
 - 8.4.1 Market Trends
 - 8.4.2 Market Forecast
- 8.5 Latin America
 - 8.5.1 Market Trends
 - 8.5.2 Market Forecast

9 ORGANIC BABY FOOD MANUFACTURING PROCESS

- 9.1 Product Overview
- 9.2 Raw Material Requirements
- 9.3 Manufacturing Process
- 9.4 Key Success and Risk Factors

10 COMPETITIVE LANDSCAPE

- 10.1 Market Structure
- 10.2 Key Players
- 10.3 Profiles of Key Players

10.3.1 Abbott Nutrition

10.3.1.1 Company Overview

10.3.1.2 Description

10.3.1.3 Product Portfolio

10.3.1.4 Financials

10.3.1.5 SWOT Analysis

10.3.2 Danone

10.3.2.1 Company Overview

10.3.2.2 Description

10.3.2.3 Product Portfolio

10.3.2.4 Financials

10.3.2.5 SWOT Analysis

10.3.3 Nestl?

10.3.3.1 Company Overview

10.3.3.2 Description

10.3.3.3 Product Portfolio

10.3.3.4 Financials

10.3.3.5 SWOT Analysis

10.3.4 Hero Group

10.3.4.1 Company Overview

10.3.4.2 Description

10.3.4.3 Product Portfolio

10.3.4.4 Financials

10.3.4.5 SWOT Analysis

10.3.5 Kraft Heinz

10.3.5.1 Company Overview

10.3.5.2 Description

10.3.5.3 Product Portfolio

10.3.5.4 Financials

10.3.5.5 SWOT Analysis

List Of Tables

LIST OF TABLES

Table 1: Global: Organic Baby Food Market: Key Industry Highlights, 2022 and 2028

Table 2: Global: Organic Baby Food Market Forecast: Breakup by Product Type (in Million US\$), 2023-2028

Table 3: Global: Organic Baby Food Market Forecast: Breakup by Distribution Channel (in Million US\$), 2023-2028

Table 4: Global: Organic Baby Food Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 5: Organic Baby Food Manufacturing: Raw Material Requirements

Table 6: Global: Organic Baby Food Market: Competitive Structure

Table 7: Global: Organic Baby Food Market: Key Players

List Of Figures

LIST OF FIGURES

- Figure 1: Global: Organic Baby Food Market: Major Drivers and Challenges
- Figure 2: Global: Organic Baby Food Market: Sales Value (in Billion US\$), 2017-2022
- Figure 3: Global: Organic Baby Food Market: Breakup by Product Type (in %), 2022
- Figure 4: Global: Organic Baby Food Market: Breakup by Distribution Channel (in %), 2022
- Figure 5: Global: Organic Baby Food Market: Breakup by Region (in %), 2022
- Figure 6: Global: Organic Baby Food Market Forecast: Sales Value (in Billion US\$), 2023-2028
- Figure 7: Global: Organic Baby Food Industry: SWOT Analysis
- Figure 8: Global: Organic Baby Food Industry: Value Chain Analysis
- Figure 9: Global: Organic Baby Food Industry: Porter's Five Forces Analysis
- Figure 10: Global: Organic Baby Food Market (RTE - Ready-to-Eat Baby Food): Sales Value (in Million US\$), 2017 & 2022
- Figure 11: Global: Organic Baby Food Market Forecast (RTE - Ready-to-Eat Baby Food): Sales Value (in Million US\$), 2023-2028
- Figure 12: Global: Organic Baby Food Market (Milk Formula): Sales Value (in Million US\$), 2017 & 2022
- Figure 13: Global: Organic Baby Food Market Forecast (Milk Formula): Sales Value (in Million US\$), 2023-2028
- Figure 14: Global: Organic Baby Food Market (Dried Baby Food): Sales Value (in Million US\$), 2017 & 2022
- Figure 15: Global: Organic Baby Food Market Forecast (Dried Baby Food): Sales Value (in Million US\$), 2023-2028
- Figure 16: Global: Organic Baby Food Market (Other Type of Organic Baby Food): Sales Value (in Million US\$), 2017 & 2022
- Figure 17: Global: Organic Baby Food Market Forecast (Other Type of Organic Baby Food): Sales Value (in Million US\$), 2023-2028
- Figure 18: Global: Organic Baby Food Market: Sales through Supermarkets and Hypermarkets (in Million US\$), 2017 & 2022
- Figure 19: Global: Organic Baby Food Market Forecast: Sales through Supermarkets and Hypermarkets (in Million US\$), 2023-2028
- Figure 20: Global: Organic Baby Food Market: Sales through Specialty Stores (in Million US\$), 2017 & 2022
- Figure 21: Global: Organic Baby Food Market Forecast: Sales through Specialty Stores (in Million US\$), 2023-2028

Figure 22: Global: Organic Baby Food Market: Sales through Convenience Stores (in Million US\$), 2017 & 2022

Figure 23: Global: Organic Baby Food Market Forecast: Sales through Convenience Stores (in Million US\$), 2023-2028

Figure 24: Global: Organic Baby Food Market: Sales through Online Retailers (in Million US\$), 2017 & 2022

Figure 25: Global: Organic Baby Food Market Forecast: Sales through Online Retailers (in Million US\$), 2023-2028

Figure 26: Global: Organic Baby Food Market: Sales through Other Distribution Channels (in Million US\$), 2017 & 2022

Figure 27: Global: Organic Baby Food Market Forecast: Sales through Other Distribution Channels (in Million US\$), 2023-2028

Figure 28: North America: Organic Baby Food Market: Sales Value (in Million US\$), 2017 & 2022

Figure 29: North America: Organic Baby Food Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 30: Europe: Organic Baby Food Market: Sales Value (in Million US\$), 2017 & 2022

Figure 31: Europe: Organic Baby Food Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 32: Asia Pacific: Organic Baby Food Market: Sales Value (in Million US\$), 2017 & 2022

Figure 33: Asia Pacific: Organic Baby Food Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 34: Middle East and Africa: Organic Baby Food Market: Sales Value (in Million US\$), 2017 & 2022

Figure 35: Middle East and Africa: Organic Baby Food Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 36: Latin America: Organic Baby Food Market: Sales Value (in Million US\$), 2017 & 2022

Figure 37: Latin America: Organic Baby Food Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 38: Organic Baby Food Manufacturing: Detailed Process Flow

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