

Asia Pacific Baby Food Market (2016-2022)

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Abstracts

Rapid urbanization has been driving the demand for baby food market. Due to urbanization, there has been a huge increase in the demand of products related to nutrition in the developing countries. Importance of health & fitness gains has also increased the living standard of different nations. Many People have become more conscious for their health & fitness, which have increased the urge of consumers to consume products which provide them proper health and nutrition. Additionally, Increasing rate of middle class families and working women have increased the adoption of convenience-oriented lifestyles.

Awareness of Nutrition in Baby food products is increasing day by day. People are getting more concern about the health of their babies. The right of food guidelines has provided guidance to many people towards the adequate adoption of healthy and organic food for babies and alders as well. The National Food Security (Right to Food Guidelines) promotes strengthening dietary diversity and healthy eating habits and food preparation to prevent malnutrition.

Supermarkets, hypermarkets, small grocery retailers, and health & beauty retailers are the key distribution channels in the baby food industry. Supermarkets have been the primary and preferred channel for distribution among However, in the developing countries such as India, small grocery retailers and health & beauty retailers have a notable market share.

The report highlights the adoption of Baby Food in Asia Pacific. Based on Product Type, the market is segmented into Dried baby food, Milk formula, Prepared baby food and Other Baby Food. Based on Distribution Channel, the Baby Food market is segmented into Super Markets, Hyper Markets, Small Grocery Retailers, Health and Beauty Retailers and Others. The countries included in the report are China, Japan, India, South Korea, Singapore, Malaysia and Rest of Asia Pacific.

Key Companies profiled in the report includes Nestle, Abbott Laboratories, Perrigo Company, Mead Johnson, Hero Group, Campbell, Bellamy's Australia and Frieslandcampina.

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