

# Europe Baby Food Market (2016-2022)

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## Abstracts

Growth in baby food market is driven by the growing number of women, globally. According to the World Bank, “the percentage of women in the workforce grew more than 4% points in the market”. According to the survey, many working mothers return to their jobs shortly after giving birth; many baby foods and nutrition products works as an alternative for working women. As it provides healthy, nutritious food to their babies. Hence, rising number of working women would become of one of the major leading factor for the growth of Baby Food Market.

Having lower count of children used to be seen as a progress. However, it is becoming one of the major concerns for the global economic growth. With a global population of 7 billion people continue to rise; there are still countries which are experiencing very low birth rates like Europe and East Asia, which have caused a major decrease in the population. Hence, declining birth rates would hamper the growth of baby food market.

The report highlights the adoption of Baby Food in Europe. 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 Germany, UK, France, Russia, Spain, Italy and Rest of Europe.

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

## Contents

### **CHAPTER 1. MARKET SCOPE & METHODOLOGY**

- 1.1 Market Definition
- 1.2 Objectives
- 1.3 Market Scope
- 1.4 Segmentation
  - 1.4.1 Europe Baby Food Market, by Product Type
  - 1.4.2 Europe Baby Food Market, by Distribution Channel
  - 1.4.3 Europe Baby Food Market, by Country
- 1.5 Methodology for the research

### **CHAPTER 2. MARKET OVERVIEW**

- 2.1 Introduction
- 2.2 Key Influencing Factors
  - 2.2.1 Drivers
  - 2.2.2 Restraints
- 2.3 Europe Baby Food Market - By Country

### **CHAPTER 3. EUROPE BABY FOOD MARKET - BY PRODUCT TYPE**

- 3.1 Europe Dried Baby Food Market - By Country
- 3.2 Europe Milk Formula Market - By Country
- 3.3 Europe Other Baby Food Market - By Country

### **CHAPTER 4. EUROPE BABY FOOD MARKET - BY DISTRIBUTION CHANNEL**

- 4.1 Europe Super Markets Market - By Country
- 4.2 Europe Hyper Markets Market - By Country
- 4.3 Europe Small Grocery Retailers Market - By Country
- 4.4 Europe Health and Beauty Retailers Market - By Country
- 4.5 Europe Other Distribution Market - By Country

### **CHAPTER 5. COUNTRY LEVEL ANALYSIS**

- 5.1 Germany Baby Food Market
  - 5.1.1 Germany Baby Food Market - By Product Type

- 5.1.2 Germany Baby Food Market - By Distribution Channel
- 5.2 UK Baby Food Market
  - 5.2.1 UK Baby Food Market - By Product Type
  - 5.2.2 UK Baby Food Market - By Distribution Channel
- 5.3 France Baby Food Market
  - 5.3.1 France Baby Food Market - By Product Type
  - 5.3.2 France Baby Food Market - By Distribution Channel
- 5.4 Russia Baby Food Market
  - 5.4.1 Russia Baby Food Market - By Product Type
  - 5.4.2 Russia Baby Food Market - By Distribution Channel
- 5.5 Spain Baby Food Market
  - 5.5.1 Spain Baby Food Market - By Product Type
  - 5.5.2 Spain Baby Food Market - By Distribution Channel
- 5.6 Italy Baby Food Market
  - 5.6.1 Italy Baby Food Market - By Product Type
  - 5.6.2 Italy Baby Food Market - By Distribution Channel
- 5.7 Rest of Europe Baby Food Market
  - 5.7.1 Rest of Europe Baby Food Market - By Product Type
  - 5.7.2 Rest of Europe Baby Food Market - By Distribution Channel

## **CHAPTER 6. COMPANY PROFILES**

- 6.1 Nestle
  - 6.1.1 Company Overview
  - 6.1.2 Financial Analysis
  - 6.1.3 Segmental Analysis
- 6.2 Abbott Laboratories
  - 6.2.1 Company Overview
  - 6.2.2 Financial Analysis
  - 6.2.3 Segmental and Regional Analysis
  - 6.2.4 Research & Development Expense
- 6.3 Perrigo Company, Plc.
  - 6.3.1 Company Overview
  - 6.3.2 Financial Analysis
  - 6.3.3 Segmental and Regional Analysis
  - 6.3.4 Research & Development Expense
- 6.4 Mead Johnson
  - 6.4.1 Company Overview
  - 6.4.2 Financial Analysis

6.4.3 Segmental and Regional Analysis

6.4.4 Research & Development Expense

6.5 Hero Group

6.5.1 Company Overview

6.5.2 Financial Analysis

6.5.3 Segmental and Regional Analysis

6.6 Campbell Soup Company

6.6.1 Company Overview

6.6.2 Financial Analysis

6.6.3 Segmental and Regional Analysis

6.6.4 Research & Development Expense

6.7 Bellamy's Australia

6.7.1 Company Overview

6.7.2 Financial Analysis

6.7.3 Segmental and Regional Analysis

6.8 FrieslandCampina

6.8.1 Company Overview

6.8.2 Financial Analysis

6.8.3 Segmental and Regional Analysis

## List Of Tables

### LIST OF TABLES

TABLE 1 EUROPE BABY FOOD MARKET (\$MILLION): 2012-2015

TABLE 2 EUROPE BABY FOOD MARKET (\$MILLION): 2016-2022

TABLE 3 EUROPE BABY FOOD MARKET - BY COUNTRY (\$MILLION): 2012-2015

TABLE 4 EUROPE BABY FOOD MARKET - BY COUNTRY (\$MILLION): 2016-2022

TABLE 5 EUROPE BABY FOOD MARKET - BY PRODUCT TYPE (\$MILLION):  
2012-2015

TABLE 6 EUROPE BABY FOOD MARKET - BY PRODUCT TYPE (\$MILLION):  
2016-2022

TABLE 7 EUROPE DRIED BABY FOOD MARKET - BY COUNTRY (\$MILLION):  
2012-2015

TABLE 8 EUROPE DRIED BABY FOOD MARKET - BY COUNTRY (\$MILLION):  
2016-2022

TABLE 9 EUROPE MILK FORMULA MARKET - BY COUNTRY (\$MILLION):  
2012-2015

TABLE 10 EUROPE MILK FORMULA MARKET - BY COUNTRY (\$MILLION):  
2016-2022

TABLE 11 EUROPE OTHER BABY FOOD MARKET - BY COUNTRY (\$MILLION):  
2012-2015

TABLE 12 EUROPE OTHER BABY FOOD MARKET - BY COUNTRY (\$MILLION):  
2016-2022

TABLE 13 EUROPE BABY FOOD MARKET - BY DISTRIBUTION CHANNEL  
(\$MILLION): 2012-2015

TABLE 14 EUROPE BABY FOOD MARKET - BY DISTRIBUTION CHANNEL  
(\$MILLION): 2016-2022

TABLE 15 EUROPE SUPER MARKETS MARKET - BY COUNTRY (\$MILLION):  
2012-2015

TABLE 16 EUROPE SUPER MARKETS MARKET - BY COUNTRY (\$MILLION):  
2016-2022

TABLE 17 EUROPE HYPER MARKETS MARKET - BY COUNTRY (\$MILLION):  
2012-2015

TABLE 18 EUROPE HYPER MARKETS MARKET - BY COUNTRY (\$MILLION):  
2016-2022

TABLE 19 EUROPE SMALL GROCERY RETAILERS MARKET - BY COUNTRY  
(\$MILLION): 2012-2015

TABLE 20 EUROPE SMALL GROCERY RETAILERS MARKET - BY COUNTRY

(\$MILLION): 2016-2022

TABLE 21 EUROPE HEALTH AND BEAUTY RETAILERS MARKET - BY COUNTRY

(\$MILLION): 2012-2015

TABLE 22 EUROPE HEALTH AND BEAUTY RETAILERS MARKET - BY COUNTRY

(\$MILLION): 2016-2022

TABLE 23 EUROPE OTHER DISTRIBUTION MARKET - BY COUNTRY (\$MILLION):  
2012-2015

TABLE 24 EUROPE OTHER DISTRIBUTION MARKET - BY COUNTRY (\$MILLION):  
2016-2022

TABLE 25 GERMANY BABY FOOD MARKET (\$MILLION): 2012-2015

TABLE 26 GERMANY BABY FOOD MARKET (\$MILLION): 2016-2022

TABLE 27 GERMANY BABY FOOD MARKET - BY PRODUCT TYPE (\$MILLION):  
2012-2015

TABLE 28 GERMANY BABY FOOD MARKET - BY PRODUCT TYPE (\$MILLION):  
2016-2022

TABLE 29 GERMANY BABY FOOD MARKET - BY DISTRIBUTION CHANNEL  
(\$MILLION): 2012-2015

TABLE 30 GERMANY BABY FOOD MARKET - BY DISTRIBUTION CHANNEL  
(\$MILLION): 2016-2022

TABLE 31 UK BABY FOOD MARKET (\$MILLION): 2012-2015

TABLE 32 UK BABY FOOD MARKET (\$MILLION): 2016-2022

TABLE 33 UK BABY FOOD MARKET - BY PRODUCT TYPE (\$MILLION): 2012-2015

TABLE 34 UK BABY FOOD MARKET - BY PRODUCT TYPE (\$MILLION): 2016-2022

TABLE 35 UK BABY FOOD MARKET - BY DISTRIBUTION CHANNEL (\$MILLION):  
2012-2015

TABLE 36 UK BABY FOOD MARKET - BY DISTRIBUTION CHANNEL (\$MILLION):  
2016-2022

TABLE 37 FRANCE BABY FOOD MARKET (\$MILLION): 2012-2015

TABLE 38 FRANCE BABY FOOD MARKET (\$MILLION): 2016-2022

TABLE 39 FRANCE BABY FOOD MARKET - BY PRODUCT TYPE (\$MILLION):  
2012-2015

TABLE 40 FRANCE BABY FOOD MARKET - BY PRODUCT TYPE (\$MILLION):  
2016-2022

TABLE 41 FRANCE BABY FOOD MARKET - BY DISTRIBUTION CHANNEL  
(\$MILLION): 2012-2015

TABLE 42 FRANCE BABY FOOD MARKET - BY DISTRIBUTION CHANNEL  
(\$MILLION): 2016-2022

TABLE 43 RUSSIA BABY FOOD MARKET (\$MILLION): 2012-2015

TABLE 44 RUSSIA BABY FOOD MARKET (\$MILLION): 2016-2022

TABLE 45 RUSSIA BABY FOOD MARKET - BY PRODUCT TYPE (\$MILLION):  
2012-2015

TABLE 46 RUSSIA BABY FOOD MARKET - BY PRODUCT TYPE (\$MILLION):  
2016-2022

TABLE 47 RUSSIA BABY FOOD MARKET - BY DISTRIBUTION CHANNEL  
(\$MILLION): 2012-2015

TABLE 48 RUSSIA BABY FOOD MARKET - BY DISTRIBUTION CHANNEL  
(\$MILLION): 2016-2022

TABLE 49 SPAIN BABY FOOD MARKET (\$MILLION): 2012-2015

TABLE 50 SPAIN BABY FOOD MARKET (\$MILLION): 2016-2022

TABLE 51 SPAIN BABY FOOD MARKET - BY PRODUCT TYPE (\$MILLION):  
2012-2015

TABLE 52 SPAIN BABY FOOD MARKET - BY PRODUCT TYPE (\$MILLION):  
2016-2022

TABLE 53 SPAIN BABY FOOD MARKET - BY DISTRIBUTION CHANNEL (\$MILLION):  
2012-2015

TABLE 54 SPAIN BABY FOOD MARKET - BY DISTRIBUTION CHANNEL (\$MILLION):  
2016-2022

TABLE 55 ITALY BABY FOOD MARKET (\$MILLION): 2012-2015

TABLE 56 ITALY BABY FOOD MARKET (\$MILLION): 2016-2022

TABLE 57 ITALY BABY FOOD MARKET - BY PRODUCT TYPE (\$MILLION):  
2012-2015

TABLE 58 ITALY BABY FOOD MARKET - BY PRODUCT TYPE (\$MILLION):  
2016-2022

TABLE 59 ITALY BABY FOOD MARKET - BY DISTRIBUTION CHANNEL (\$MILLION):  
2012-2015

TABLE 60 ITALY BABY FOOD MARKET - BY DISTRIBUTION CHANNEL (\$MILLION):  
2016-2022

TABLE 61 REST OF EUROPE BABY FOOD MARKET (\$MILLION): 2012-2015

TABLE 62 REST OF EUROPE BABY FOOD MARKET (\$MILLION): 2016-2022

TABLE 63 REST OF EUROPE BABY FOOD MARKET - BY PRODUCT TYPE  
(\$MILLION): 2012-2015

TABLE 64 REST OF EUROPE BABY FOOD MARKET - BY PRODUCT TYPE  
(\$MILLION): 2016-2022

TABLE 65 REST OF EUROPE BABY FOOD MARKET - BY DISTRIBUTION CHANNEL  
(\$MILLION): 2012-2015

TABLE 66 REST OF EUROPE BABY FOOD MARKET - BY DISTRIBUTION CHANNEL  
(\$MILLION): 2016-2022

TABLE 67 KEY INFORMATION – NESTLE

TABLE 68 KEY INFORMATION – ABBOTT LABORATORIES.

TABLE 69 KEY INFORMATION – PERRIGO COMPANY, PLC.

TABLE 70 KEY INFORMATION – MEAD JOHNSON

TABLE 71 KEY INFORMATION – HERO GROUP

TABLE 72 KEY INFORMATION – CAMPBELL SOUP COMPANY

TABLE 73 KEY INFORMATION – BELLAMY'S AUSTRALIA

TABLE 74 KEY INFORMATION – FRIESLANDCAMPINA



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