

# North America Baby Drinks Market (2017 - 2023)

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## Abstracts

The North America Baby Drinks Market would grow at a CAGR of 8.3% during 2017 -2023. Active launch activities and rampant promotional activities of the baby drinks in the U.S. has contributed to the market expansion in these regions. Growing inclination towards minimally-processed and natural drinks for the babies has had a tremendous impact on the market growth. Baby drinks, such as infant formula, baby juice, and baby electrolyte, are considered to be a rich source of energy, protein, certain vitamins, and minerals. Physicians have been recommending the use infant formula up to 12 months, as a substitute to breast milk. Infant milk, follow-on-milk, specialty baby milk, etc. is fed to the babies up to 12 months, and growing-up milk is fed to the toddlers.

Based on the product type, the North America Baby Drinks market is segmented across Infant Formula, Baby Electrolyte, and Baby Juices. The market is further segmented based on Infant Formula type into Infant Milk, Follow-on-Milk, Specialty Baby Milk and Growing up Milk. Based on Juice type, the market is further sub categorized across Concentrated and Ready to Drink. The segmentation based on Applications includes 6 Months to 12 Months, Less than 6 Months, 12 Months to 36 Months and Others. Based on Distribution Channel the market is segmented into Supermarkets & Hypermarkets, Pharmacies, Specialty Stores and Others.

Based on country, North America Baby Drinks market is segmented into US, Canada, Mexico and Rest of North America. US remained the dominant region in the Baby Drinks market in 2016. Canada would witness promising CAGR during the forecast period (2017-2023).

The report covers the analysis of key stake holders of the North America Baby Drinks market. Key companies profiled in the report include Reckitt Benckiser Group Plc. (Mead Johnson Nutrition Company, LLC), Sofina (DANONE), Beingmate Group Co. Ltd., HiPP GMBH & CO., Nestle, Hain Celestial Group, Inc., Campbell Soup Company,

Abbott Laboratories, and Arla Foods.

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