

Baby Feeding Bottles Market - Forecasts from 2020 to 2025

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Abstracts

Global baby feeding bottles market was valued at US\$2.829 billion in 2019. Growing middle-class population is the major driver of the baby feeding bottles market. Increasing disposable incomes and living standards coupled with rising urbanization have augmented the demand for various baby care products including feeding bottles. Growing working female population around the globe with hectic working hours and lifestyle is also driving the demand for baby feeding bottles. Increasing adoption of infant formula with companies like Nestle launching different variants as per the growing demand for formula milk is also increasing the demand for baby feeding bottles. Since infant formula has to be fed through bottles, this rise in the sale of infant formula is also propelling the market growth of baby feeding bottles. The booming global e-commerce industry is also a major factor that is driving the market growth of baby feeding bottles globally. Online stores offer a wide range of baby feeding bottles a consumer can choose from. Moreover, many baby feeding bottles manufacturers have opened their own online selling platform in order to expand their customer base, thereby bolstering the overall market growth of baby feeding bottles.

The global baby feeding bottles market has been segmented on the basis of material, capacity, sales channel, and geography. By product, the global baby feeding bottles market has been segmented as plastic, stainless steel, silicone, and glass. The market has been segmented by capacity as up to 4 Oz, 4.1 to 6 Oz, 6.1 to 9 Oz, and more than 9 Oz. The global baby feeding bottles market has been also segmented by sales channel as online and offline.

Plastic segment leading the global baby feeding bottles market

By material, the plastic segment held the major market share in 2019 and is projected to

remain at its position until the end of the forecast period. Parents nowadays are becoming more conscious when it comes to buying high-quality baby feeding bottles and the type of material used to make those bottles. Plastic baby bottles are lightweight, strong, and unbreakable as compared to glass bottles which are heavy and breakable. Moreover, a ban on the use of bisphenol A in the manufacturing of baby bottles and sippy cups by the FDA (U.S. Food and Drug Administration) due to its harmful impact on the baby's health has also boosted the sales of BPA-free plastic baby feeding bottles. In 2017, the European Commission (EC), also extended its ban on BPA in baby feeding bottles to other products that come in contact with food and beverages such as bottles and drinking cups. The market for baby feeding bottles made from new materials such as silicone and stainless steel are also gaining momentum, thus positively impacting the global baby feeding bottles market.

Online sales channel segment to grow at a substantial CAGR during the forecast period

By the sales channel, the offline segment accounted for the major market share in 2019 and will remain at its position till the end of the forecast period. This dominance is attributed to the consumers' preference to buy baby feeding bottles and other baby care products from supermarkets and hypermarkets, all under the same roof. The online segment, however, will grow at a higher CAGR during the forecast period. Rising proliferation of smartphones and better internet connectivity has substantially driven the online segment with many e-commerce and shopping platforms available to consumers, making it easy and convenient to choose from a variety of products.

Asia Pacific to witness the fastest regional market growth

Geographically, the global Baby Feeding Bottles market has been segmented as North America, South America, Europe, Middle East and Africa, and Asia Pacific. Asia Pacific baby feeding bottles market is projected to witness the highest CAGR during the forecast period. Rising purchasing power and living standards coupled with increasing urbanization in countries like China, India, and Australia. The high birth rate in this region with increased expenditure per child is fuelling the market growth of baby feeding bottles in Asia Pacific countries. Rising awareness about hygienic baby care products and practices along with knowledge about infant formula is further leading to greater adoption of baby feeding bottles across this region.

Favorable policies in India such as the "Child Health Goal" under "National Health Policy" are also contributing to the rising awareness about infant hygiene and health, thereby spurring the market growth of baby feeding bottles. The lifting of the one-child

policy in China due to growing concerns about the booming aging population and declining workforce has further augmented the demand for baby feeding bottles in the country, thus positively impacting the overall growth of this regional market.

Recent Developments:

October 2019: Dr. Brown's Medical announced its acquisition of Infant-Driven Feeding, LLC in order to improve the oral feeding for sick infants while strengthening their position in the market.

February 2020: NUK® announced the expansion of the baby bottle line with the launch of the innovative NUK® Smooth Flow™ Anti-Colic Bottle. The design of this bottle allows the baby to control the flow of milk depending on their suction strength.

Competitive Insights

Prominent key market players in the global baby feeding Bottles market include Pigeon, Mayborn Group Limited, Munchkin, Inc., Babisil International Ltd., Richell Corporation, Bonny Products Private Limited, Koninklijke Philips N.V., NOVATEX GmbH, Linco Baby Merchandise Works Co., Ltd., and Dolphin Baby Product. These companies hold a noteworthy share in the market on account of their good brand image and product offerings. Major players in the global baby feeding bottles market have been covered along with their relative competitive position and strategies. The report also mentions recent deals and investments of different market players over the last two years.

Segmentation

By Material

Plastic

Stainless Steel

Silicone

Glass

By Capacity

Upto 4 Oz

4.1 to 6 Oz

6.1 to 9 Oz

More than 9 Oz

By Sales Channel

Online

Offline

By Geography

North America

USA

Canada

Mexico

South America

Brazil

Argentina

Others

Europe

UK

Germany

France

Spain

Italy

Others

Middle East and Africa

Saudi Arabia

UAE

Israel

Others

Asia Pacific

China

South Korea

Australia

India

Others

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