

Global Infant Nutrition Market - Forecasts from 2018 to 2023

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Abstracts

The global infant nutrition market is predicted to witness a compound annual growth rate of 5.90% during the forecast period to reach a total market size of US\$75.672 billion by 2023, increasing from US\$53.634 billion in 2017. Increasing concerns among parents regarding nutrition and growth of infants is a major driver for this market. High birth rate and increasing number of working mothers in many regions is fuelling the need for infant nutrition products, thus boosting the market growth. Presence of a wide range of safe organic products in the market with different nutritional values is increasing their popularity among the parents. Rising disposable income in many regions is boosting the adoption of such products, thus supporting the market growth. However, breastfeeding, owing to its many known health benefits for infants, is still being preferred by mothers in many regions across the globe. Increasing awareness regarding the importance of breastfeeding will continue to restrain the growth of this market to some extent.

North America and Europe hold a major share in the global market on account of high number of working mothers in the regions. The market in Asia Pacific is expected to show a significant growth over the projected period. This growth will be attributed to rapidly changing lifestyle and rising disposable income in this region.

This research study examines the current market trends related to the demand, supply, and sales, in addition to the recent developments. Major drivers, restraints, and opportunities have been covered to provide an exhaustive picture of the market. The analysis presents in-depth information regarding the development, trends, and industry policies and regulations implemented in each of the geographical regions. Further, the overall regulatory framework of the market has been exhaustively covered to offer stakeholders a better understanding of the key factors affecting the overall market

environment.

Identification of key industry players in the industry and their revenue contribution to the overall business or relevant segment aligned to the study have been covered as a part of competitive intelligence done through extensive secondary research. Various studies and data published by industry associations, analyst reports, investor presentations, press releases and journals among others have been taken into consideration while conducting the secondary research. Both bottom-up and top down approaches have been utilized to determine the market size of the overall market and key segments. The values obtained are correlated with the primary inputs of the key stakeholders in the global infant nutrition value chain. Last step involves complete market engineering which includes analysing the data from different sources and existing proprietary datasets while using various data triangulation methods for market breakdown and forecasting.

Market intelligence is presented in the form of analysis, charts, and graphics to help the clients in gaining faster and efficient understanding of the market.

COMPETITIVE INSIGHTS

Key players in the global infant nutrition market include Nestle, Mead Johnson & Company, Groupe Danone, Abbott, The Kraft Heinz Company, Meiji Holdings, Beingmate Group, and others. The key players in the market are following strategies to increase their market share such as merger and acquisitions, expanding product offering and new product development. In July 2016, Danone entered into an agreement to acquire WhiteWave Foods for about USD12.5 billion which will broaden the company's product portfolio.

SEGMENTATION

In this report, the global infant nutrition market is segmented on basis of product type and various geographic regions:

By Product type

Infant formula

Cow milk protein-based formula

Soy-based formula

Protein hydrolysate formula

Prepared baby Food

Dried Baby Food

By Distribution Channel

Online

Offline

By Geographic Regions

North America

U.S.

Canada

Mexico

Others

South America

Brazil

Argentina

Others

Europe

UK

Germany

Spain

Italy

France

Others

Middle East and Africa

UAE

South Africa

Saudi Arabia

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Others

Asia Pacific

China

India

Australia

New Zealand

Others

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