

Global Follow-on Formula Market Growth 2026-2032

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Abstracts

The global Follow-on Formula market size is predicted to grow from US\$ 19170 million in 2025 to US\$ 26410 million in 2032; it is expected to grow at a CAGR of 4.8% from 2026 to 2032.

Subsequent formula milk powder is a type of nutritional supplement product specifically designed for infants aged 6 to 24 months. It serves as a replacement or supplement to breast milk or colostrum, meeting the needs of infants during their rapid growth phase after weaning for key nutrients such as protein, calcium, iron, vitamin D, and fatty acids (e.g., DHA and ARA). These products are typically formulated according to the developmental characteristics of an infant's digestive system, with protein content controlled between 1.8 and 2.5 grams per 100 kcal. They are suitable for both 6–12 months and 12–24 months, helping to support the infant's bone development, immune function, and cognitive growth. The product is priced at \$40 per unit, and approximately 460 million units have been sold worldwide.

The upstream of the infant formula industry chain mainly includes raw materials such as skim milk powder, whey protein, vegetable oil, and vitamin and mineral premixes. It integrates key technology modules such as spray drying, emulsification, homogenization, microencapsulation, and formula control, requiring stringent requirements including protein purity exceeding 90%, controllable lactose content, and microbiological indicators meeting infant standards. Downstream users include families with infants, pediatric hospitals, childcare institutions, and e-commerce platforms, with typical roles including nutritionists, pediatricians, and maternal and infant consultants. Future development trends focus on organic, functional, and precision nutrition, while also integrating with smart feeding devices to drive product evolution towards higher added value. Emerging markets such as Southeast Asia, the Middle East, and Africa are the main growth drivers. Overall gross profit margins remain between 25% and 40%, with high-end organic and functional products potentially exceeding 45%.

LP Information, Inc. (LPI) ' newest research report, the “Follow-on Formula Industry Forecast” looks at past sales and reviews total world Follow-on Formula sales in 2025, providing a comprehensive analysis by region and market sector of projected Follow-on Formula sales for 2026 through 2032. With Follow-on Formula sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Follow-on Formula industry.

This Insight Report provides a comprehensive analysis of the global Follow-on Formula landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Follow-on Formula portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Follow-on Formula market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Follow-on Formula and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Follow-on Formula.

This report presents a comprehensive overview, market shares, and growth opportunities of Follow-on Formula market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Standard

Hypoallergenic

Fortified

Others

Segmentation by Raw Material Source:

Cow-Based

Goat-Based

Others

Segmentation by Packaging Form:

Canned

Bagged

Boxed

Ready-To-Drink Bottled

Segmentation by Application:

Online

Offline

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its

market penetration.

Friso

Nutricia

Aptamil

SMA Baby

a2Nutrition

Reckitt

Nestle

Dana Dairy

Danone

Arla Foods

Blackmores

Cow & Gate

HiPP Organic

Kendamil

Similac

Abbott

Feihe

Synutra

Key Questions Addressed in this Report

What is the 10-year outlook for the global Follow-on Formula market?

What factors are driving Follow-on Formula market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Follow-on Formula market opportunities vary by end market size?

How does Follow-on Formula break out by Type, by Application?

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