

# **India Infant Nutrition Market Assessment, By Category [Formula, Baby Food], By Usage [0 to 6 months, 6 to 12 months, More than 12 months], By Form [Liquid, Solid], By Price Range [Value Segment, Premium Segment], By Distribution Channel [Supermarkets/Hypermarkets, Specialty Stores, Online Retailers, Drug/Pharmacy Stores, Others], By Region, Opportunities and Forecast, FY2017-FY2031F**

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## **Abstracts**

India Infant Nutrition market is projected to witness a CAGR of 7.3% during the forecast period FY2024-FY2031, growing from USD 6.25 billion in FY2023 to USD 10.98 billion in FY2031. The market is experiencing remarkable growth, driven by varied categories, forms, and price ranges. India infant nutrition market has witnessed significant growth and transformation in recent years. With a growing awareness of early childhood nutrition's importance, increasing disposable incomes, and changing lifestyles, the market has become dynamic and competitive. Key players in the industry focus on providing various infant nutrition products, including infant formula, baby cereals, and other baby food. The demand for organic and natural ingredients has also gained traction, resulting in a growing preference for healthier options among parents.

Government initiatives such as the Pradhan Mantri Matru Vandana Yojana (PMMVY) and Integrated Child Development Services (ICDS) are crucial in promoting proper infant nutrition in the country. These programs aim to address malnutrition and improve maternal and child health by providing support and nutritional supplements. Additionally, advancements in research and technology have led to innovative product formulations, focusing on nutritional content and development benefits.

E-commerce platforms have been instrumental in expanding the market of infant nutrition products, providing consumers with convenient access to a wide variety of options. The COVID-19 pandemic accelerated the online purchasing, as consumers sought contactless shopping experiences. However, the challenges such as stringent regulatory frameworks, particularly regarding marketing and labeling, remain for industry players.

As India's middle-class population continues to grow, with a greater emphasis on health and wellness, the infant nutrition market is poised for sustained expansion. Adapting to changing consumer preferences, maintaining compliance with regulations, and investing in research and development will be essential for businesses to thrive in this dynamic market.

In September 2022, Mighty Steps Pvt Ltd, a Surat-based company that produces baby food Bebeburp, introduced its first-ever travel pack version to allow young moms to travel worry-free with their infants. The creative 'Grab & Go' travel pack is a handy, lightweight kit with a paper cup holding one meal for the baby, a wooden spoon, and jaggery powder. It is claimed that all items are safe for children and made using natural ingredients.

### Focus on Nutrient-Rich Ingredients Act as a Catalyst for Market Expansion

India infant nutrition market is experiencing a significant boost due to a growing emphasis on nutrient-rich ingredients. Parents are increasingly focusing on the quality and source of nutrients in their infant's diet, resulting in demand for products with wholesome and natural components. This shift reflects broader health and wellness trends, as consumers seek transparent and clean-label options.

Manufacturers are incorporating essential vitamins, minerals, and organic elements in their formulations. Nutrient-dense ingredients such as whole grains, fruits, and vegetables are becoming increasingly prevalent, addressing concerns about additives and preservatives. The focus on providing a balanced and comprehensive nutritional profile is resonating with health-conscious parents who view early childhood nutrition as a crucial component of lifelong wellbeing. As a result, the market is witnessing innovations in formulations designed to support optimal growth, cognitive development, and immune system strength. The growth of the infant nutrition market in India reflects a wider societal shift towards conscious and informed parenting, leading to the demand for products that prioritize the health and nutrition of the youngest consumers.

In November 2023, the healthcare multinational Abbott launched the new PediaSure with Nutri-Pull system to promote children's growth and development. The Nutri-Pull system is a special blend of nutrients, including casein phosphopeptides (CPPs), vitamin K2, vitamin D, and vitamin C, that enhance children's catch-up growth by facilitating the absorption of essential nutrients.

### Recommendations from Paediatricians and Nutritionists Fuelling the Demand for Infant Nutrition Products

Healthcare professional recommendations are serving as a key driver for the expanding infant nutrition market in India. Parents increasingly rely on guidance from paediatricians and nutrition experts when making decisions about their infants' diets. As healthcare professionals emphasize the crucial role of proper nutrition in early childhood development, their endorsements carry considerable weight, influencing parental choices in favor of specific infant nutrition products.

Paediatricians often recommend formulas that contain essential nutrients, vitamins, and minerals, aligning with infants' specific developmental needs. This endorsement provides a direct link between healthcare advice and consumer purchasing behavior. Trusted professional recommendations are crucial in addressing concerns related to allergies, intolerances, or specific health conditions, guiding parents to suitable nutritional solutions.

In September 2023, Bengaluru based children's food brand, Timios, launched a new Made-to-Order Organic Porridge range for infants and toddlers. It was marked as the company's first step towards baby food industry. The new product launch was targeted at 6 to 18 months old babies and was available in 12 variants. The company claims that the products are free from preservatives as they are freshly made on order and are completely organic.

### Increased Exposure to International Brands Expanding Consumer Preferences

Globalization and increased exposure to international brands are significant catalysts propelling the growth of the infant nutrition market in India. As Indian consumers become more interconnected with global trends and lifestyles, there is a greater understanding and appreciation for international standards of infant nutrition. Exposure to diverse products from around the world has increased parents' expectations, influencing them to seek out and trust well-established international brands known for

their quality and excellence.

International brands often provide advanced formulations, research-backed ingredients, and globally recognized standards, which resonate with parents seeking the best nutritional options for their infants. The perception of reliability and compliance with stringent quality regulations associated with these brands contributes to their popularity in the Indian market.

In September 2022, with the introduction of a new sub-brand CEREGROW Grain Selection, CEREGROW by Nestlé India expanded its baby food product line. This range's initial product, a nutritious porridge for toddlers made with ragi, mixed fruits, and ghee, is influenced by traditional ingredients. The product claims to have 14 vitamins and minerals and goes through 40 quality checks.

### Distribution Through E-commerce Holds a Larger Market Share

In India, the most preferred distribution channel for infant nutrition products is rapidly shifting towards e-commerce platforms. With the increasing popularity of digital technology and changing consumer behavior, parents favor the convenience and accessibility offered by online shopping. E-commerce platforms provide a wide range of infant nutrition products, allowing parents to explore different brands, formulations, and specialized products from the comfort of their homes.

The ease of doorstep delivery, often competitive pricing, and the ability to read reviews and compare products online contribute to the growing popularity of e-commerce for infant nutrition purchases. This shift is particularly prevalent among urban consumers who appreciate the extensive product information available on the web.

Although traditional retail channels, such as local grocery stores and pharmacies, remain essential, the convenience and variety offered by e-commerce platforms have led them to the forefront of distribution preferences.

### Future Market Scenario (FY2024 – FY2031F)

The future of the infant nutrition market in India is poised for a dynamic growth, characterized by key trends. Increased parental awareness of early childhood nutrition will lead to a demand for health-focused products, utilizing organic ingredients and nutritional transparency. The development of formulations, addressing specific health concerns and developmental milestones, are

anticipated.

Both international and local brands will likely play crucial roles, with international brands influencing preferences due to established global standards, while local brands cater to regional tastes. Regulatory changes may occur, adapting to the needs of consumers and ensuring product safety. The market may be experiencing a shift towards sustainable practices, with an increase in demand for eco-friendly packaging and ethical production.

Personalization in infant nutrition, considering individual health needs, could become more prevalent. Continued government initiatives focusing on maternal and child health are likely to positively impact the market.

## Key Players Landscape and Outlook

India infant nutrition market has a competitive outlook with both international and domestic players competing for market share. Prominent global companies such as Nestlé India Limited, Danone India, and Abbott India Limited have a substantial presence, leveraging their established global standards and research capabilities to offer a diverse range of infant nutrition products.

Domestic players like Southern Health Foods Pvt. Ltd. and Wholsum Foods Pvt. Ltd. also contribute significantly, leveraging their understanding of local preferences. These companies often provide products tailored to the Indian market, providing consumers with a variety of options.

The outlook for India infant nutrition market is optimistic, with an anticipated growth trajectory. As parental awareness of the importance of early childhood nutrition continues to increase, key stakeholders are likely to focus on product innovation, introducing formulations that address specific health concerns and align with global nutritional standards.

In the coming years, the market will witness a blend of global expertise and localized strategies, as companies navigate the evolving consumer preferences and capitalize on the growing demand for high-quality infant nutrition products in India.

In August 2023, Hyderabad-based Sresta Natural Bioproducts, a pioneer in the organic food products sector in India, expanded its range by introducing baby and children's

food, snacks, and frozen foods. The baby products are designed for children aged six months to four years, while the children's products cater to those up to 10 years old.

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\*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work

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