

# Baby Food Market in India 2017

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## Abstracts

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Netscribes' latest market research report titled Baby Food Market in India 2017 identifies baby food segment to be one of the fastest growing segments in the Indian baby care market. With the increase in disposable income amongst Indians, per capita income and GDP is also on the rise, leading to growing appetite for premium products in the urban segment. Also rise in the consumption of convenience foods is a factor considered for growth. Growing working women class population is also considered as a reason for the category's double digit growth in India.

Presence of large number of organized and unorganized players in the market and price competitiveness among them is also posing as threats to the industry. Government's strict regulations on marketing and promotion of infant food and dominance of traditional concept of breast feeding are also potential threats. The global baby food market is dominated by five major players namely Mead Johnson, Nestle, Abbott, Danone and Wyeth. The major player in the Indian baby food market is Nestle India Limited, holding the largest market share followed by players like GlaxoSmithKline Consumer Healthcare, Danone, Bombay Oxygen Corporation, Abbott Laboratories and others.

### COVERAGE:

Overview of the instant baby food market in India and forecasted market size data in terms of value over 2015 to 2020

Trade analysis of baby food market in India

Qualitative analysis of the major drivers and challenges affecting the market

Analysis of the competitive landscape and profiles of major players operating in the market

## **WHY BUY?**

Get a broad understanding of the baby food market in India, the dynamics of the market and current state of the sector

Strategize marketing, market-entry, market expansion and other business plans by understanding the factors driving the growth of the market

Be informed regarding the key developments in the field of baby food market in India

Understand major competitors' business, market dynamics and respond accordingly

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