

China Baby Food & Drink Market Analysis and Forecast to 2015

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Abstracts

China Baby Food & Drink Market Overview

China baby food and drinks market has experienced dynamic growth in the last few years, and is expected to continue this trend in future too. It is expected that China baby food & drink market will be more than US\$ 15 Billion by 2015. China baby food & drink market consist of retail sales of China baby food and baby drink market; especially infant formula market. In this baby drink market share was nearly 80% of and rest 20% came from baby food products in 2011. It is expected that China baby drink market will grow with a CAGR of 15% for the spanning period of 2012-2015.

In baby food segments: Baby cereals are the largest market, accounting for more than 80% of the markets total value in 2011. It is anticipated that baby cereals market will grow at a CAGR of 14.5% for the spanning period of 2012-2015.

In baby drink segments: Infant formula products dominate baby drink market in China, as infant formulas have become a popular choice of breast milk substitute and are able to serve as both the infant's sole source of nutrition as well as a supplement to feeding. The infant formula market in China is dominated by high-tier and mid-tier infant formula market segments. In 2011 both these two segments together controls 80% market share of the total China infant formula market and is expected to maintain this dominance till 2015.

Although China baby food and drink industry is growing but its facing challenges from incidents like milk scandals, safety and quality of products and cheap imports are proving to be a deterrent factor in the growths of this industry. Despite all these negative facts, Chinese baby food & drink market is expanding rapidly due to the robust

economic development and the resulting increase in disposable income of rural and urban households in China. All these catalyst will definitely help to increase the China baby food & drink market.

Renub Research report entitled “China Baby Food & Drink Market Analysis and Forecast to 2015” provides comprehensive analysis on the baby food & drink industry in China, covering various aspects such as market and market share trends, New products & top features in China baby food & drink market, companies market share, key drivers and challenges of the industry.

Key Topics Covered in the Report:

China Baby Food & Drink Market and Forecast (2005 – 2015)

China Baby Food & Drink Market Share and Forecast (2005 – 2015)

China Baby Food Product Segments: (Baby Cereals, Bottled Baby Food, Baby Snacks & Canned Baby Food) Market and Forecast (2005 – 2015)

Baby Cereals: (Cereal & Porridge), Bottled Baby Food: (Vegetable Based, Fruit Based & Other), Baby Snacks: (Baby Rusks, Cereal Bars, Rice Cakes, Other Biscuits & Other Snacks), Canned Baby Food: (Fruit Based, Vegetable Based & Other), Other Baby Foods: (Fruit Pots, Yogurts, Toddler Ready Meals) – Market & Forecast (2004 – 2015)

China Baby Drink Product Segments: (Baby Juice and Infant Formula) Market & Forecast (2005 – 2015)

Infant Formula: (Supreme-Tier Infant Formula, High-Tier Infant Formula, Mid-Tier Infant Formula and Low-Tier Infant Formula)

China Baby Juice Market and Forecast (2004 – 2015)

Baby Juice Product Segments: (Concentrated & Ready to Drink) Market & Forecast (2004 – 2015)

Analysis of New Products and Top Features (Top Flavours, Top Ingredients, Top Package Type and Pack Size) in China Baby Food & Drink Market

Analysis of New Innovative Products in China Baby Food & Drink Market Place

Analysis of Potter's Five Force Analysis in Context of China Baby Food & Drink Market

Analysis of Key Growth Drivers and Challenges in The China Baby Food & Drink Market

Analysis of Companies Market Revenue & Market Share Analysis in China Baby Food & Drink Market

This Report is Useful

For those, who want to understand the China's baby food & drink past, present and future market and market share trend

For those, who want to know about key major segment with market & market share analysis in China baby food market

For those, who want to know about key major segment with market & market share analysis in the China baby drink market

For those, who want to get information about China infant formula market past present and future trends

For those, who want to know the largest market segment, with market size and market share trend in the China infant formula market

For those, who want to know the key growth factors and key challenges in China baby food & drink market

For those, who want to know about players market share with revenue in the China baby food & drink market

Data Sources

This report is built using data and information sourced from proprietary databases,

primary and secondary research and in-house analysis by Renub Research team of industry experts.

Primary sources include industry surveys and telephone interviews with industry experts.

Secondary sources information and data has been collected from various printable and non-printable sources like search engines, News websites, Government Websites, Trade Journals, White papers, Government Agencies, Magazines, Newspapers, Trade associations, Books, Industry Portals, Industry Associations and access to more than 100 paid databases.

Contents

1. EXECUTIVE SUMMARY

2. CHINA BABY FOOD & DRINK ANALYSIS (2005 – 2015)

- 2.1 China Baby Food & Drink Market & Forecast
- 2.2 China Baby Food & Drink Market Share & Forecast

3. CHINA BABY FOOD ANALYSIS (2004 – 2015)

- 3.1 China Baby Food Market & Forecast
- 3.2 China Baby Food Market Share & Forecast

4. CHINA BABY FOOD SUB CATEGORIES MARKET & FORECAST (2004 – 2015)

- 4.1 Baby Cereals Market & Forecast
 - 4.1.1 Baby Cereals Sub-Categories (Cereal & Porridge) Market & Forecast
- 4.2 Bottled Baby Food Market & Forecast
 - 4.2.1 Bottled Baby Food Sub-Categories (Vegetable Based, Fruit Based & Other) Market
- 4.3 Baby Snacks Market & Forecast
 - 4.3.1 Baby Snacks Sub-Categories (Baby Rusks, Cereal Bars, Rice Cakes, Other Biscuits & Other Snacks) Market
- 4.4 Canned Baby Food Market & Forecast
 - 4.4.1 Canned Baby Food Sub-Categories (Fruit Based, Vegetable Based & Other) Market
- 4.5 Other Baby Foods Market & Forecast
 - 4.5.1 Other Baby Sub-Categories Foods (Fruit Pots, Yogurts, Toddler Ready Meals) Market

5. CHINA BABY DRINK ANALYSIS (2005 – 2015)

- 5.1 China Baby Drink Market & Forecast
- 5.2 China Baby Drink Market Share & Forecast

6. CHINA INFANT FORMULA ANALYSIS (2005 – 2015)

- 6.1 China Infant Formula Market & Forecast

6.2 China Infant Formula Market Share & Forecast

6.3 China Infant Formula Sales Volume & Forecast

7. CHINA INFANT FORMULA SUB-CATEGORIES MARKET & FORECAST (2005 – 2015)

7.1 Supreme-tier Infant Formula Market

7.2 High-tier Infant Formula Market

7.3 Mid-tier Infant Formula Market

7.4 Low-tier Infant Formula Market

8. CHINA BABY JUICE MARKET (2004 – 2015)

8.1 Concentrated & Ready to Drink Baby Juice Market

9. CHINA BABY FOOD & DRINK

9.1 New Products and Top Features

9.1.1 Top Baby Food & Drink Sub-Categories

9.1.2 Top Flavours

9.1.3 Top Ingredients

9.1.4 Top Package Type

9.1.5 Pack Size

9.2 New Innovative Products

10. POTTER'S FIVE FORCE ANALYSIS

10.1 Buyers Power

10.2 Supplier Power

10.3 New Entrants

10.4 Substitutes

10.5 Rivalry

11. GROWTH DRIVERS FOR CHINA BABY FOOD & DRINK MARKET

11.1 Another Baby Boom & Possible Relaxation of Family Planning Policy

11.2 Increasing per Capita Annual Disposable Income & Growing Annual Food Consumption of Baby

11.3 Growing Health Concern among the Chinese Parents

12. CHALLENGES FOR CHINA BABY FOOD & DRINK INDUSTRY

12.1 Faces Negative Impact from Cheap Imports

12.1.1 Quality Not Guaranteed and Product Not Traceable

12.1.2 Imported Infant Formula Not Ideally Suited to Chinese Market

12.2 Baby Food & Drink Safety & Quality Concern

12.2.1 Milk Adulteration Scandals a Negative Impact

13. KEY PLAYERS REVENUE & MARKET SHARE ANALYSIS (2008 & 2009)

13.1 Revenue Analysis of China Baby Food & Drink Key Players

13.2 Market Share of China Baby Food & Drink Key Player

List Of Figures

LIST OF FIGURES

- Figure 2 1: China – Baby Food & Drink Market (Million US\$), 2005 – 2011
- Figure 2 2: China – Forecast for Baby Food & Drink Market (Million US\$), 2012 – 2015
- Figure 2 3: China – Baby Food & Drink Market Share (Percent %), 2005 – 2011
- Figure 2 4: China – Forecast for Baby Food & Drink Market Share (Percent %), 2012 – 2015
- Figure 3 1: China – Baby Food Market (Million US\$), 2004 – 2011
- Figure 3 2: China – Forecast for Baby Food Market (Million US\$), 2012 – 2015
- Figure 4 1: China – Baby Cereals Market (Million US\$), 2004 – 2011
- Figure 4 2: China – Forecast for Baby Cereals Market (Million US\$), 2012 – 2015
- Figure 4 3: China – Bottled Baby Food Market (Million US\$), 2004 – 2011
- Figure 4 4: China – Forecast for Bottled Baby Food Market (Million US\$), 2012 – 2015
- Figure 4 5: China – Baby Snacks Market (Million US\$), 2004 – 2011
- Figure 4 6: China – Forecast for Baby Snacks Market (Million US\$), 2012 – 2015
- Figure 4 7: China – Canned Baby Food Market (Million US\$), 2004 – 2011
- Figure 4 8: China – Forecast for Canned Baby Food Market (Million US\$), 2012 – 2015
- Figure 4 9: China – Others Baby Foods Market (Million US\$), 2004 – 2011
- Figure 4 10: China – Forecast for Other Baby Foods Market (Million US\$), 2012 – 2015
- Figure 5 1: China – Baby Drink Market (Million US\$), 2005 – 2011
- Figure 5 2: China – Forecast for Baby Drink Market (Million US\$), 2012 – 2015
- Figure 6 1: China – Infant Formula Market (Million US\$), 2005 – 2011
- Figure 6 2: China – Forecast for Infant Formula Market (Million US\$), 2012 – 2015
- Figure 6 3: China – Infant Formula Market Share (Percent %), 2005 – 2011
- Figure 6 4: China – Forecast for Infant Formula Market Share (Percent %), 2012 – 2015
- Figure 6 5: China – Infant Formula Sales Volume (Thousand Tonnes), 2005 – 2011
- Figure 6 6: China – Forecast for Infant Formula Sales Volume (Thousand Tonnes), 2012 – 2015
- Figure 7 1: China – Supreme-tier Infant Formula Market (Million US\$), 2005 – 2011
- Figure 7 2: China – Forecast for Supreme-tier Infant Formula Market (Million US\$), 2012 – 2015
- Figure 7 3: China – High-tier Infant Formula Market (Million US\$), 2005 – 2011
- Figure 7 4: China – Forecast for High-tier Infant Formula Market (Million US\$), 2012 – 2015
- Figure 7 5: China – Mid-tier Infant Formula Market (Million US\$), 2005 – 2011
- Figure 7 6: China – Forecast for Mid-tier Infant Formula Market (Million US\$), 2012 – 2015

- Figure 7 7: China – Low-tier Infant Formula Market (Million US\$), 2005 – 2011
- Figure 7 8: China – Forecast for Low-tier Infant Formula Market (Million US\$), 2012 – 2015
- Figure 8 1: China – Baby Juice Market (Million US\$), 2004 – 2011
- Figure 8 2: China – Forecast for Baby Juice Market (Million US\$), 2012 – 2015
- Figure 11 1: China – Baby New Birth (Million), 2008 – 2015
- Figure 11 2: China – Per Capita Annual Disposable Income of Urban and Rural Households (US\$), 2005 – 2009
- Figure 11 3: China – Annual Food Consumption Expenditure per Baby (US\$), 2005 – 2009
- Figure 12 1: Global – Consumers Worried about Safe Food (Percent), 2010
- Figure 13 1: China – Baby Food & Drink Players Market Share (Percent), 2008
- Figure 13 2: China – Baby Food & Drink Players Market Share (Percent), 2009

List Of Tables

LIST OF TABLES

Table 3 1: China – Baby Food Market Share (Percent %), 2004 – 2011

Table 3 2: China – Forecast for Baby Food Market Share (Percent %), 2012 – 2015

Table 4 1: China – Baby Cereal Sub-Categories Market (Million US\$), 2004 – 2011

Table 4 2: China – Forecast for Baby Cereal Sub-Categories Market (Million US\$), 2012 – 2015

Table 4 3: China – Bottled Baby Food Sub-Categories Market (Million US\$), 2004 – 2011

Table 4 4: China – Forecast for Bottled Baby Food Sub-Categories Market (Million US\$), 2012 – 2015

Table 4 5: China – Baby Snacks Sub-Categories Market (Million US\$), 2004 – 2011

Table 4 6: China – Forecast for Baby Snacks Sub-Categories Market (Million US\$), 2012 – 2015

Table 4 7: China – Canned Baby Food Sub-Categories Market (Million US\$), 2004 – 2011

Table 4 8: China – Forecast for Canned Baby Food Sub-Categories Market (Million US\$), 2012 – 2015

Table 4 9: China – Other Baby Sub-Categories Foods Market (Million US\$), 2004 – 2011

Table 4 10: China – Forecast for Other Baby Sub-Categories Foods Market (Million US\$), 2012 – 2015

Table 5 1: China – Baby Drink Market Share (Percent %), 2005 – 2011

Table 5 2: China – Baby Drink Market Share (Percent %), 2012 – 2015

Table 8 1: China – Baby Juice Sub Categories (Concentrated & Ready to Drink) Market (Million US\$), 2004 – 2011

Table 8 2: China – Forecast for Baby Juice Sub Categories (Concentrated & Ready to Drink) Market (Million US\$), 2012 – 2015

Table 12 1: China – Baby Food & Drink Scandals, 2004 – 2011

Table 13 1: China – Baby Food & Drink Players Revenue (Million US\$), 2008 & 2009

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