

# Assessment of the China & Middle East & North Africa Baby Food Market 2014

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## Abstracts

China's infant formula market is the biggest and fastest-growing formula market globally. Close to 130 infant formula companies are present in the mainland with international players such as Mead Johnson, Abbott Laboratories and Nestlé leading the market. The Chinese are willing to pay a premium for high quality infant formula and this coupled with recent change in regulations makes the market lucrative.

In 2012 the total sales of China's infant formula market was approximately USD 12.68 billion. Even though currently the domestic players are currently struggling to compete with more reputable international players, all are eager to become a part of the world's fastest growing branded infant formula market.

The Middle East is an upcoming market for infant formula with Saudi Arabia one of the key markets. A high birth rate and changing lifestyles of women is contributing to the growth of the segment. Other upcoming areas in the Middle East are Israel followed by United Arab Emirates.

Why should the report be purchased?

The report "Assessment of the Middle East & North Africa Baby Food Market 2014" highlights key drivers of and trends emerging in China's business jet market. The Initiatives and performance of key players including Bombardier, Gulfstream has been presented. The current market scenario and future prospects of the sector has also been examined. The report contains latest industry leaders verbatim.

Research methodology and delivery time

Smart Research Insights has conducted in depth secondary research to arrive at key insights. Data collected from key public industry sources and publications has been scanned and analyzed impartially to present a clear picture of the industry. All recent developments which impact the sector dynamics have been captured and used to support the research hypothesis.

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