

Assessment of the Indo-China Baby Food Market

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Abstracts

Executive Summary

The rising middle class globally is boosting the baby food market. At the end of 2015, the baby food and formula market was worth approximately USD 35 billion. At present it is estimated that the global infant nutrition market is worth USD 50 billion and is forecasted to be the fastest growing packaged food segment, in the period 2015-2020, growing at a rate of 7% per annum.

The leading areas contributing to the market size are Europe and North America which accounted for 87% of baby food and 66% of baby formula sales in 2014. However, while these areas did not record a growth in sales in 2014, Latin America, MENA and Asia Pacific recorded a growth in sales.

In the period 2010-2015, baby food sales in China has almost doubled and the country now consumes approximately USD 19 billion of baby food per annum. In terms of channels of sales, almost 30% of the baby formula consumed is ordered online as consumers are doubtful about the quality of domestic dairy produce.

Next to China, in the Asia Pacific region, India is the largest market for baby food and infant formula. The baby food market in India was worth USD 250 million in 2014. Even though India has a large infant base the per capita consumption of baby food is very low due to the fact that traditionally Indian mothers prefer to feed fresh food to babies and also India has strict legislations related to this sector.

Why should the report be purchased?

The report 'Assessment of the Indo-China Baby Food Market' highlights key dynamics of the global, India and China's baby food market. The potential of the sector has been

investigated along with the emerging trends. The current market scenario and future prospects of the sector has also been studied. The report contains profiles of key players including Nestle, Danone, Fonterra Co-operative Group Ltd, Amul, H. J. Heinz Company, Hangzhou Beingmate Group Co., Ltd. The report contains latest verbatim of industry experts.

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.

The report is available in soft as well as hard copy format. The delivery time for the electronic version of the report is 3 business days. The dispatch time for hard copies is 4 business days, as each hard copy is custom printed for the client.

About Smart Research Insights (SRI)

SRI is a research organization specializing in industry research reports and custom research. Our team of dedicated researchers with rich experience across industry segments focuses on delivering high quality analysis. Undertaking in-depth secondary research, we arrive at key insights, which are supported by data that has been analyzed impartially to present a clear picture of the industry. All recent developments and industry opinions which impact the sector dynamics are captured and used to support the research hypothesis.

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