

# Assessment of the Baby Food Industry in India

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## Abstracts

### Executive Summary

Over the years, the Indian baby food market has witnessed an increase in demand, emphasizing India's share in the Global baby food industry. While the Indian consumers are gradually making a shift towards packaged baby food, they prefer traditional products such as follow-on milk formula and dried baby food. The growth of this industry is driven by the increased nutritional awareness, rising population, enhanced income levels and rapid urbanization in the country. The women in urban India prefer packaged baby food, owing to the availability of various new products in different flavor variants. However, the sector is characterized by strict government regulations, wherein players are not allowed to advertise their baby food offerings. The industry that is dominated by a few leading players, is now witnessing the entry of many international players, in this 'high potential' market.

### Why should the report be purchased?

Our report 'Assessment of the Baby Food Industry in India' highlights the structure and performance of the Indian baby food industry. It studies the emerging trends and challenges in this market, along with offerings and performance of the key players. The report also analyses the regulatory environment of the Indian baby food market.

### Research methodology and delivery time

Smart Research Insights has conducted in depth secondary research to arrive at key insights. Data collected from key industry sources has been 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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### **About Smart Research Insights (SRI)**

SRI is a research organization which specializes in niche sector reports. We have a team of dedicated researchers with rich experience across industry segments that focus on delivering high quality analysis. We are also engaged in providing customized research solutions and company reports.

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