

# Infant Milk Formula Market in China 2021

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## Abstracts

The infant milk formula market in China in terms of revenue is set to grow by US\$ 20 billion during 2021-2027, growing at a compound annual growth rate (CAGR) of 6.4% during the forecast period, according to data and analytics company StrategyHelix.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value and volume for infant milk formula. The China infant milk formula market is segmented on the basis of brand, product, distribution channel, and cities classification. By brand, it is categorized into domestic brands, and international brands. By product, the infant milk formula market is divided into premium, regular, and super-premium. Based on distribution channel, the infant milk formula market is divided into key account (KA), maternity store, online, and traditional channel.

The report has profiled some of the key players of the market such as Abbott Laboratories International Co., China Feihe Ltd., Groupe Danone, Mead Johnson & Company LLC, Nestlé S.A..

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the infant milk formula market to help drive informed decision making for industry executives, policy makers, academic, and analysts.

### Report Scope

Brand: domestic brands, and international brands

Product: premium, regular, and super-premium

Distribution channel: key account (KA), maternity store, online, and traditional channel

Cities classification: lower-tier cities, new tier 1, tier 1, and tier 2

Years Considered: this report covers the period 2017 to 2027

### Key Benefits for Stakeholders

Get a comprehensive picture of the China infant milk formula market

Identify regional strategies and strategic priorities on the basis of local data and analysis

Pinpoint growth sectors and trends for investment

Understand what the future of the infant milk formula market in China looks like

Identify the competitive landscape and window of opportunity

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