

South America Human Milk Fortifier Market Forecast to 2030 - Regional Analysis - by Form (Powder and Liquid) and Distribution Channel (Online and Offline)

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Abstracts

The South America human milk fortifier market is expected to grow from US\$ 30.74 million in 2023 to US\$ 56.01 million by 2030; it is estimated to grow at a CAGR of 8.9% from 2023 to 2030.

New Ways of Feeding Fortifiers to Infants fueling the South America Human Milk Fortifier Market

Human milk fortifiers are recommended for preterm babies, underweight infants, and infants having nutritional deficiencies. Providing human milk fortifiers to infants that have started to suckle at the breast can be challenging for the mother and might shorten the duration of the breastfeeding period. Hence, feeding techniques such as cup feeding, supplemental nursing system (SNS), and finger feeder method are introduced to increase the use of fortifiers in infants after discharge from hospitals. Cup feeding is one of the safe fortifiers feeding but cannot be used during nursing. Supplement nursing system is another alternative for providing human milk fortifiers during breastfeeding. However, this system is difficult to handle and requires nursing experience to feed the baby. The finger feeder method enables mothers to breastfeed their infants and meet their nutritional needs. In this method, handling and preparation of fortifiers is easy. According to the study conducted by Nestle Nutritional Institute, more than 67% of infants accepted devices and fortifiers during nursing. Further, efforts are being made to develop ready-to-use, liquid human milk fortifier mixtures that can be directly fed during breast feeding.

Thus, the new ways of feeding fortifiers are expected to introduce new trends into the South America human milk fortifier market during the forecast period.

South America Human Milk Fortifier Market Overview

South America has observed a significant increase in birth rates in recent years. The growing population of newborns, including preterm infants, has resulted in an increased demand for human milk fortifiers to meet the nutritional requirements of these babies. Also, increasing urbanization and changing lifestyles have led to increased adoption of modern practices, including an emphasis on infant nutrition. As more families move to urban areas, there is a growing awareness of the importance of providing optimal nutrition to infants, which has driven the demand for human milk fortifiers.

South America Human Milk Fortifier Market Revenue and Forecast to 2030 (US\$ Million)

South America Human Milk Fortifier Market Segmentation

The South America human milk fortifier market is segmented based on form, distribution channel, and country. Based on form, the South America human milk fortifier market is bifurcated into powder and liquid. The powder segment held a larger market share in 2023.

Based on distribution channel, the South America human milk fortifier market is bifurcated into online and offline. The offline segment held a larger market share in 2023.

Based on country, the South America human milk fortifier market is segmented into Brazil, Argentina, and the Rest of South America. Brazil dominated the South America human milk fortifier market in 2023.

Abbott Laboratories, Nestle SA, Raptakos, Brett & Co Ltd, Danone SA, and Reckitt Benckiser Group Plc are some of the leading companies operating in the South America human milk fortifier market.

Contents

1. INTRODUCTION

- 1.1 Study Scope
- 1.2 The Insight Partners Research Report Guidance
- 1.3 Market Segmentation

2. KEY TAKEAWAYS

3. RESEARCH METHODOLOGY

- 3.1 Scope of the Study
- 3.2 Research Methodology
 - 3.2.1 Data Collection:
 - 3.2.2 Primary Interviews:
 - 3.2.3 Hypothesis Formulation:
 - 3.2.4 Macro-economic Factor Analysis:
 - 3.2.5 Developing Base Number:
 - 3.2.6 Data Triangulation:
 - 3.2.7 Country Level Data:
 - 3.2.8 Limitations and Assumptions

4. SOUTH AMERICA HUMAN MILK FORTIFIER MARKET LANDSCAPE

- 4.1 Market Overview
- 4.2 Porter's Five Forces Analysis
 - 4.2.1 Threat of New Entrants:
 - 4.2.2 Bargaining Power of Buyers:
 - 4.2.3 Bargaining Power of Suppliers:
 - 4.2.4 Intensity of Competitive Rivalry:
 - 4.2.5 Threat of Substitutes:
- 4.3 Expert Opinion

5. SOUTH AMERICA HUMAN MILK FORTIFIER MARKET – KEY MARKET DYNAMICS

- 5.1 Market Drivers

- 5.1.1 Increase in Number of Preterm Births
- 5.2 Market Restraints
 - 5.2.1 Lack of Awareness among Parents and Caregivers
- 5.3 Market Opportunities
 - 5.3.1 Rising Awareness in Developing Countries
- 5.4 Future Trends
 - 5.4.1 New Ways of Feeding Fortifiers to Infants
- 5.5 Impact Analysis of Drivers and Restraints

6. HUMAN MILK FORTIFIER – SOUTH AMERICA MARKET ANALYSIS

6.1 South America Human Milk Fortifier Market –Revenue and Forecast to 2030 (US\$ Million)

7. SOUTH AMERICA HUMAN MILK FORTIFIER MARKET ANALYSIS – BY FORM

- 7.1 Overview
- 7.2 Human Milk Fortifier Market, By Form (2022 and 2030)
- 7.3 Powder
 - 7.3.1 Overview
 - 7.3.2 Powder: Human Milk Fortifier Market – Revenue and Forecast to 2030 (US\$ Million)
- 7.4 Liquid
 - 7.4.1 Overview
 - 7.4.2 Liquid: Human Milk Fortifier Market – Revenue and Forecast to 2030 (US\$ Million)

8. SOUTH AMERICA HUMAN MILK FORTIFIER MARKET ANALYSIS – BY DISTRIBUTION CHANNEL

- 8.1 Overview
- 8.2 Human Milk Fortifier Market, By Distribution Channel (2022 and 2030)
- 8.3 Online
 - 8.3.1 Overview
 - 8.3.2 Online: Human Milk Fortifier Market – Revenue and Forecast to 2030 (US\$ Million)
- 8.4 Offline
 - 8.4.1 Overview
 - 8.4.2 Offline: Human Milk Fortifier Market – Revenue and Forecast to 2030 (US\$ Million)

Million)

9. SOUTH AMERICA HUMAN MILK FORTIFIER MARKET – BY COUNTRY ANALYSIS

9.1 South America: Human Milk Fortifier Market

9.1.1 South America: Human Milk Fortifier Market, by Key Country

9.1.1.1 Brazil: Human Milk Fortifier Market –Revenue and Forecast to 2030 (US\$ Million)

9.1.1.1.1 Brazil: Human Milk Fortifier Market, by Form

9.1.1.1.2 Brazil: Human Milk Fortifier Market, by Distribution Channel

9.1.1.2 Argentina: Human Milk Fortifier Market –Revenue and Forecast to 2030 (US\$ Million)

9.1.1.2.1 Argentina: Human Milk Fortifier Market, by Form

9.1.1.2.2 Argentina: Human Milk Fortifier Market, by Distribution Channel

9.1.1.3 Rest of South America: Human Milk Fortifier Market –Revenue and Forecast to 2030 (US\$ Million)

9.1.1.3.1 Rest of South America: Human Milk Fortifier Market, by Form

9.1.1.3.2 Rest of South America: Human Milk Fortifier Market, by Distribution Channel

10. COMPANY PROFILES

10.1 Abbott Laboratories

10.1.1 Key Facts

10.1.2 Business Description

10.1.3 Products and Services

10.1.4 Financial Overview

10.1.5 SWOT Analysis

10.1.6 Key Developments

10.2 Nestle SA

10.2.1 Key Facts

10.2.2 Business Description

10.2.3 Products and Services

10.2.4 Financial Overview

10.2.5 SWOT Analysis

10.2.6 Key Developments

10.3 Raptakos, Brett & Co Ltd

10.3.1 Key Facts

- 10.3.2 Business Description
- 10.3.3 Products and Services
- 10.3.4 Financial Overview
- 10.3.5 SWOT Analysis
- 10.3.6 Key Developments
- 10.4 Danone SA
 - 10.4.1 Key Facts
 - 10.4.2 Business Description
 - 10.4.3 Products and Services
 - 10.4.4 Financial Overview
 - 10.4.5 SWOT Analysis
 - 10.4.6 Key Developments
- 10.5 Reckitt Benckiser Group Plc
 - 10.5.1 Key Facts
 - 10.5.2 Business Description
 - 10.5.3 Products and Services
 - 10.5.4 Financial Overview
 - 10.5.5 SWOT Analysis
 - 10.5.6 Key Developments

11. APPENDIX

- 11.1 About The Insight Partners
- 11.2 Word Index

List Of Tables

LIST OF TABLES

Table 1. South America Human Milk Fortifier Market –Revenue and Forecast to 2030 (US\$ Million)

Table 2. Brazil Human Milk Fortifier Market, by Form – Revenue and Forecast to 2030 (US\$ Million)

Table 3. Brazil Human Milk Fortifier Market, by Distribution Channel – Revenue and Forecast to 2030 (US\$ Million)

Table 4. Argentina Human Milk Fortifier Market, by Form – Revenue and Forecast to 2030 (US\$ Million)

Table 5. Argentina Human Milk Fortifier Market, by Distribution Channel – Revenue and Forecast to 2030 (US\$ Million)

Table 6. Rest of South America Human Milk Fortifier Market, by Form – Revenue and Forecast to 2030 (US\$ Million)

Table 7. Rest of South America Human Milk Fortifier Market, by Distribution Channel – Revenue and Forecast to 2030 (US\$ Million)

Table 8. List of Abbreviation

List Of Figures

LIST OF FIGURES

- Figure 1. South America Human Milk Fortifier Market Segmentation
- Figure 2. South America Human Milk Fortifier Market Segmentation – By Country
- Figure 3. South America Human Milk Fortifier Market Overview
- Figure 4. Powder Segment Held the Largest Market Share in 2022
- Figure 5. Brazil Held the Largest Market Share in 2022
- Figure 6. South America Porter's Five Forces Analysis
- Figure 7. South America Expert Opinion
- Figure 8. South America Human Milk Fortifier Market Impact Analysis of Drivers and Restraints
- Figure 9. South America: Human Milk Fortifier Market – Revenue and Forecast to 2030 (US\$ Million)
- Figure 10. South America Human Milk Fortifier Market Revenue Share, By Form (2022 and 2030)
- Figure 11. Powder: South America Human Milk Fortifier Market – Revenue and Forecast To 2030 (US\$ Million)
- Figure 12. Liquid: South America Human Milk Fortifier Market – Revenue and Forecast To 2030 (US\$ Million)
- Figure 13. South America Human Milk Fortifier Market Revenue Share, By Distribution Channel (2022 and 2030)
- Figure 14. Online: South America Human Milk Fortifier Market – Revenue and Forecast To 2030 (US\$ Million)
- Figure 15. Offline: South America Human Milk Fortifier Market – Revenue and Forecast To 2030 (US\$ Million)
- Figure 16. South America: Human Milk Fortifier Market, by Key Country – Revenue (2022) (US\$ Million)
- Figure 17. South America: Human Milk Fortifier Market Revenue Share, by Key Country (2022 and 2030)
- Figure 18. Brazil: Human Milk Fortifier Market –Revenue and Forecast to 2030 (US\$ Million)
- Figure 19. Argentina: Human Milk Fortifier Market –Revenue and Forecast to 2030 (US\$ Million)
- Figure 20. Rest of South America: Human Milk Fortifier Market –Revenue and Forecast to 2030 (US\$ Million)

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