

Global Infant Formula Market: Focus on China – 2015 Edition

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Abstracts

The market for infant formula is one of the major and fastest growing segments of the overall baby food industry. Infant formula is manufactured food, designed and marketed for feeding to babies and infants less than 12 months of age. All over the world parents are becoming more concerned about the nutritional benefit of pediatric foods and breast-milk supplements.

The report “Global Infant Formula Market” provides an in-depth analysis of the infant formula market along with a detailed study of its various segments. The major trends, growth drivers as well as issues being faced by the industry are being presented in this report. The four major players in the industry, Nestle SA, Danone S.A., Mead Johnson Nutrition and Abbott Laboratories are being profiled.

The key factors driving the growth of the infant formula industry are rapid growth of e-commerce in the Chinese market, growth in urbanization, increasing globalization and growing global GDP. Some of the noteworthy trend and developments of this industry are growth in organized retailing, growing demand of organic baby food and increased penetration of infant formula in China. However, the expansion of global infant formula market is being hindered by rising competition, adverse effect of increases in commodity prices and regulatory issues.

The developing world, especially the Asia and Pacific region has provided the headroom for the global market expansion. Among various regions, China is one of the prominent markets for infant formula.

By combining SPSS Inc.’s data integration and analysis capabilities with our relevant findings, we have predicted the future growth of the industry. We employed various

significant variables that have an impact on this industry and created regression models with SPSS Base to determine the future direction of the industry. Before deploying the regression model, the relationship between several independent or predictor variables and the dependent variable was analyzed using standard SPSS output, including charts, tables and tests.

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