

Global Infant Formula Market: Industry Analysis & Outlook (2018-2022)

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Abstracts

Baby food (baby nutrition) is a manufactured soft food, designed & marketed for feeding babies between four to six months and two years of age and usually used as a substitute or along with infant formula or human breast milk. It can be purchased ready made from the producers and comes in various varieties & flavors. Baby food can be segmented into four key products types including infant formula, prepared baby food, dried baby food and other baby food.

Infant formula (milk formula) is a close substitute for human breast milk, manufactured by mixture of dairy & other ingredients. Generally infant formula is manufactured for feeding infants under 12 months of age to achieve healthy growth & maintain good health. It is prepared for bottle-feeding or cup-feeding from mixing powder and liquid. There are different types of infant formulas available in the market which varies according to nutrients content, calorie count, taste and ability to be digested. Some of the common infant formula used globally are cow milk, soy based, protein hydrolysate, lactose free, special and newer formula.

China is a major contributor to the global infant formula market supported by increased population in China after withdrawal of one child policy by the Government of China in 2013 and increased income of middle class population.

The global infant formula market is expected to grow with emerging middle class population, growing birth rate in developing countries, increasing female in the workforce, increasing e-commerce sales, increasing disposable income and accelerating economic growth. Key trends of this market includes premiumisation of products and increasing preference by towards foreign infant formula in China. However, there are some factors which can hinder growth of the market including

stringent regulations and dominance of infant formula alternatives.

The report “Global Infant Formula Market: Industry Analysis & Outlook (2018-2022)” by Koncept Analytics provides an extensive research and detailed analysis of the present market along with future outlook. The report discusses the major growth drivers, key trends & developments and challenges of the market, covering China, Asia Pacific (Ex. China), Europe, North America, Latin America and Middle East Africa region along with the global market. The report profiles the key players of the market including Nestlé S.A., Danone S.A., Abbott Laboratories and Royal FrieslandCampina N.V.

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