

Global Infant Formula Market Report: Focus on China

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Abstracts

The market for infant formula products is one of the major and the fastest growing segments of the overall baby foods industry. Infant formula is either a partial or a total substitute for breast milk for infants and is recommended for feeding during the first twelve months. Since the start of the millennium, international awareness regarding the importance of early childhood nutrition has been on the rise. All over the world parents are becoming more concerned about the nutritional benefit of pediatric foods and breast-milk supplements.

Increasing proportion of women participation in labor force and increased affordability supported by waning price responsiveness and a rise in disposable income across the world are the major factors that have helped the global IMF market to attain stronger growth levels. Though the market has been experiencing lower demand and growth from the traditional matured markets of the West stemming primarily from declining birth rate, the developing world, especially the Asia and Pacific region and Latin America have provided the headroom for the global market expansion. The market is dominated by the Asian region which consumes about three-fifths of the global IMF supplies. Particularly, China has gained the stature to maneuver the market single-handedly since the country alone accounts for about two-fifth of the global IMF market revenues.

The report, "Global Infant Formula Market" prudently analyzes the development of the respective market, with a focus on the single largest market, China, and other regional but important markets. The report discusses the major trends, growth drivers as well as issues being faced by the industry. The global infant formula market is predominated by a handful of players including Nestlé, Danone, Mead Johnson Nutrition and Abbott which keep vying for greater market share. The profiles of these leading players are also included in the report along with their key financials and strategies for growth. .

By combining SPSS Inc.'s data integration and analysis capabilities with our relevant

findings, we have projected 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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