

Global Baby Food Market Report: 2011 Edition

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Abstracts

The importance of baby foods in meeting the nutrient requirements of a child is becoming increasingly important to consumers across the globe. Parents are more concerned to feed such products to their children which will help in their development throughout the early stages of life. The growth of baby food industry is heavily dependant on the developing countries like China, Brazil and India as the developed markets like Europe and the US are not showing significant growth opportunities. Modern parents with time constraints, both in developed and developing countries, are shifting towards commercially available baby food for the sake of convenience.

Major challenges for the baby food industry are low birth rates and static market conditions in developed countries. However, opportunities for the baby food industry are promising, as there are large untapped markets in developing economies. New product developments and evolving food technology are also expected to attract more customers in the future. Asia, Europe and the United States hold a major share of the global baby food market. However, emerging economies such as China, India, Brazil, Russia, and Eastern Europe also represent a high growth rate.

Factors such as urbanization, worldwide growth of children population, and growing female employment in many countries are responsible for the growth of baby food industry.

The report provides an analysis of the global baby food market. It also discusses the major trends, growth drivers and challenges for baby food market. The report presents the competitive structure of the industry and profiles major players in the market with a discussion of their key business strategies.

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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