

## Rising Number of Working Women Feeding Baby Food Market

URL:	<a href="https://marketpublishers.com/r/R0615A3DBB6EN.html">https://marketpublishers.com/r/R0615A3DBB6EN.html</a>
Date:	February 22, 2009
Pages:	27
Price:	US\$ 750.00
ID:	R0615A3DBB6EN

Despite increasing opposition, the baby food industry continues to grow on account of rising health awareness, changing role of women and the expanding emerging economies. The infant food industry is one of the most strictly regulated industries in the world and it caters to the primary care market by providing food and beverages that are scientifically proven to be safe and nutritious. Since 2003, the industry has been registering exceptional growth and this has led to the emergence of new brands across the globe.

High global birth rate, greater available disposable income as well as older better educated women who are more knowledgeable about child rearing and nutrition has led to a rise in demand for convenient food items. Apart from the demographics factors, the availability of new innovative products, "organic & natural" in attractive and safe packages has also aided the demand for commercially produced baby food. Geographically, in terms of sales, Europe accounts for the largest share of the market, followed by the America's and the Asia Pacific region. Among the four types of baby food, the babymilk product has the largest market share, followed by prepared baby food and dried baby food products.

Although, the baby food market has been recording growth over the years due to rising per capita income, migration to urban areas and increasing number of working women, the industry is continuously facing backlash from child health organizations, international groups and government bodies. Already, in the European region as well as emerging countries such as India and Philippines, many companies are facing restrictions regarding the usage of their products. In addition to the regulations, the manufacturers also have to incur increased research and development and packaging expenditures, which along with the economic downturn are expected to adversely impact the industry.

On the whole, the report analyzes the industrial developments and trends of the baby food industry and assesses market opportunities available for the players. It is focusing on the market potentiality of alternative baby products such as organic, frozen and natural food items. Further, the report highlights the strategies of top global baby food companies – Nestle SA, Abbott Labs., Bristol Myers and Group Danone SA.

### Table of Content

#### 1. GLOBAL BABY FOOD MARKET: OVERVIEW

- 1.1 Market Size
- 1.2 Market Segmentation

#### 2. GROWTH DRIVERS

#### 3. MARKET CHALLENGES

## 4. COMPETITIVE LANDSCAPE – MAJOR PLAYERS

- 4.1. Nestle SA
  - 4.1.1. Company Description
  - 4.1.2 Business Strategies
- 4.2. Bristol Myers
  - 4.2.1. Company Description
  - 4.2.2 Business Strategies
- 4.3 Group Danone SA
  - 4.3.1. Company Description
  - 4.3.2 Business Strategies
- 4.4 Abbott Lab
  - 4.4.1 Company Description
  - 4.4.2 Business Strategies

## 5. MARKET OPPORTUNITIES

## 6. MARKET FORECAST

### FIGURES AND TABLES

- Figure 1.1 Global Baby Food Market– Size and Growth (2003 – 2007)
- Figure 1.2 Baby Food Share in Infant Meals (1999 – 2007)
- Figure 1.3 Baby Food Market: Geographical Breakdown (2007)
- Figure 1.4 Product Segment: Percentage Market Share (2007)
- Figure 2.1 World Gross National Income Per Capita (PPP): (2001 - 2007)
- Figure 2.2 Global Urban Population by Geography (%): (2004-2008)
- Figure 2.3 Contribution of Women to Employment Growth: 1991 - 2007 (%)
- Figure 4.1 Baby Food Market: Market Share of Companies: 2007
- Figure 4.2: Nestle - Revenue Growth (2005-2007)
- Figure 4.3: Bristol Myers - Revenue Growth (2005-2008)
- Figure 4.4: Group Danone - Revenue Growth (2005-2007)
- Figure 4.5: Abbott Lab - Revenue Growth (2005-2008)
- Figure 5.1 World Population Growth by Region: 2005 – 2030E (%)
- Figure 6.1 Baby Food Market - Forecast (Actual & Estimated)
- Table 2.1 Composition of the global middle class in 2000 and 2030 (%)

### I would like to order:

**Product name:** Rising Number of Working Women Feeding Baby Food Market  
**Product link:** <https://marketpublishers.com/r/R0615A3DBB6EN.html>  
**Product ID:** R0615A3DBB6EN  
**Price:** US\$ 750.00 (Single User License / Electronic Delivery)

*If you want to order Corporate License or Hard Copy, please, contact our Customer Service: [office@marketpublishers.com](mailto:office@marketpublishers.com)*

### Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click 'BUY NOW' button on product page <https://marketpublishers.com/r/R0615A3DBB6EN.html>

### To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
E-mail:  
Company:  
Address:  
City:  
Zip/Post Code:  
Country:  
Tel:  
Fax:  
Your message:

\* All fields are required

Customer Signature \_\_\_\_\_

Please, note that by ordering from MarketPublisher.com you are agreeing to our Terms & Conditions at [https://marketpublishers.com/docs/terms\\_conditions.html](https://marketpublishers.com/docs/terms_conditions.html)

To place an order via fax simply print this form, fill in the information below and fax the completed form to **+44 20 7900 3970**