

Breast Milk Substitute Market Size, Trends, Analysis, and Outlook By Formula (Cow Milk Protein, Soy-based Formula, Hydrolyzed Formula, Others), By Form (Powder, Liquid), By Age Group (Below 6 Months, 6 to 24 Months), By Distribution Channel (Online, Offline), by Country, Segment, and Companies, 2024-2032

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Abstracts

Global Breast Milk Substitute Market Size is valued at \$16.1 Billion in 2024 and is forecast to register a growth rate (CAGR) of 8.9% to reach \$31.8 Billion by 2032.

The breast milk substitute market is driven by the increasing awareness of infant nutrition and growing demand for high-quality, scientifically formulated products. Over the forecast period, the market will expand as innovations in formula composition mimic the nutritional profile of breast milk more closely, including the use of bioactive compounds and probiotics. The rise in working mothers and the growing interest in plant-based and organic baby formula will further support market growth.

Breast Milk Substitute Market Drivers, Trends, Opportunities, and Growth Opportunities

The comprehensive report presents unique market trends and challenges shaping the outlook for industry stakeholders. The Future of Breast Milk Substitute survey report provides the market size outlook across types, applications, and segments globally and regionally. It also offers data-driven insights and actionable recommendations for companies in the Breast Milk Substitute industry.

Key market trends defining the global Breast Milk Substitute demand in 2025 and Beyond

The Breast Milk Substitute industry remains an attractive hub for both domestic and global vendors. As we enter 2025, demand from end-user sectors, changes in consumption patterns, new product launches, and widening distribution channels will play major roles.

Breast Milk Substitute Market Segmentation- Industry Share, Market Size, and Outlook to 2032

Rising demand for diverse products and applications fuels the increased investments in niche segments. Leading companies focus on generating a large share of their future revenue growth by expanding into these niche segments. The report presents a market size outlook across segments, supporting companies scaling up production with a focus on potential countries.

Key strategies adopted by companies within the Breast Milk Substitute industry

Leading Breast Milk Substitute companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions. In particular, companies that leverage advanced technologies to achieve operational excellence are set to gain significant revenues. The report details the key strategies adopted by the top 10 Breast Milk Substitute companies.

Breast Milk Substitute Market Study- Strategic Analysis Review

The market research report dives deep into qualitative factors shaping the market, empowering you to make informed decisions.

- Industry Dynamics: Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.
- Strategic Insights: Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.
- Internal Strengths and Weaknesses: Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.
- Future Possibilities: Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic

changes.

Breast Milk Substitute Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Breast Milk Substitute industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. With actual data for 2023, the report forecasts the market size outlook from 2024 to 2032 in three scenarios: low case, reference case, and high case.

Breast Milk Substitute Country Analysis and Revenue Outlook to 2032

The report analyzes 22 countries worldwide, including key driving forces and market size outlook from 2021 to 2032. Additionally, it includes region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America. For each region, the market size outlook by segments is forecast for 2032.

North America Breast Milk Substitute Market Size Outlook- Companies plan for focused investments in a changing environment

The US remains the market leader in North America, driven by a large consumer base, well-established providers, and strong infrastructure. Leading companies focus on new product launches in a changing environment. The US GDP is expected to grow from \$28,781.1 Billion in 2024 to \$36,621 Billion in 2030, driving demand for various Breast Milk Substitute market segments. Similarly, strong market demand encourages Canadian Breast Milk Substitute companies to invest in niche segments. Mexico's investment in technological advancements positions it for significant market expansion.

Europe Breast Milk Substitute Market Size Outlook- Companies investing in assessing consumers, categories, competitors, and capabilities.

The German Breast Milk Substitute industry remains the major market for companies in the European Breast Milk Substitute industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of vendors in identifying and leveraging new growth prospects positions the European Breast Milk Substitute market fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and addressing niche consumer segments.

Asia Pacific Breast Milk Substitute Market Size Outlook- an attractive hub for opportunities for both local and global companies

The increasing pool of consumer base, robust consumption expenditure, and increasing investments in manufacturing drive the demand for Breast Milk Substitute in Asia Pacific. In particular, China, India, and South East Asian Breast Milk Substitute markets present a compelling outlook for 2032, attracting both domestic and multinational vendors seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate market changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major countries in the APAC region.

Latin America Breast Milk Substitute Market Size Outlook- Continued urbanization and rising income levels

Rising income levels contribute to higher purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

Middle East and Africa Breast Milk Substitute Market Size Outlook- continues its upward trajectory across segments.

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Breast Milk Substitute market potential. Fuelled by increasing consumption expenditure of individuals and growing population drive the demand for Breast Milk Substitute.

Breast Milk Substitute Company Profiles

The global Breast Milk Substitute market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. The leading companies included in the study are Abbott Laboratories, Danone S.A., Fonterra Co-operative Group Limited, HiPP GmbH & Co. Vertrieb KG, Kendal Nutricare Limited, Nestlé S.A., Nutricia Limited, Reckitt Benckiser

Group plc, The Kraft Heinz Company.

Recent Breast Milk Substitute Market Developments

The global Breast Milk Substitute market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

Breast Milk Substitute Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2032 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

Market Segmentation:

By Formula

Cow Milk Protein

Soy-based Formula

Hydrolyzed Formula

Others

By Form

Powder

Liquid

By Age Group

Below 6 Months

6 to 24 Months

By Distribution Channel

Online

Offline

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

Abbott Laboratories

Danone S.A.

Fonterra Co-operative Group Limited

HiPP GmbH & Co. Vertrieb KG

Kendal Nutricare Limited

Nestl? S.A.

Nutricia Limited

Reckitt Benckiser Group plc

The Kraft Heinz Company

Formats Available: Excel, PDF, and PPT

Contents

CHAPTER 1: EXECUTIVE SUMMARY

- 1.1 Study Scope
- 1.2 Market Definition
- 1.3 Report Guide
 - 1.3.1 Country Coverage
 - 1.3.2 Companies Profiled
 - 1.3.3 Study Period: 2018 to 2023 and 2024 to 2032
 - 1.3.4 Units
- 1.4 Abbreviations

CHAPTER 2. BREAST MILK SUBSTITUTE MARKET OVERVIEW- 2025

- 2.1 An Introduction to the Global Breast Milk Substitute Markets
- 2.2 Key Statistics
- 2.3 Region Benchmarking, 2024
- 2.4 Country Positioning Matrix, 2024

CHAPTER 3. STRATEGIC ANALYSIS REVIEW

- 3.1 Breast Milk Substitute Industry Stakeholders
- 3.2 Value Chain Analysis
- 3.3 Porter's Five Forces Analysis
- 3.4 SWOT Profile
- 3.5 Recent Market Developments

CHAPTER 4. IMPACT ANALYSIS AND SCENARIO FORECASTS

- 4.1 Russia-Ukraine Conflict Analysis
- 4.2 COVID-19: Post Pandemic Recovery Analysis
- 4.3 US Inflation and Sluggish Growth in China
- 4.4 Focus on Sustainability
- 4.5 Low Growth Case Scenario: Global Breast Milk Substitute Market Outlook to 2032
- 4.6 Reference Case Scenario: Global Breast Milk Substitute Market Outlook to 2032
- 4.7 High Growth Case Scenario: Global Breast Milk Substitute Market Outlook to 2032

CHAPTER 5: BREAST MILK SUBSTITUTE MARKET DYNAMICS

Breast Milk Substitute Market Size, Trends, Analysis, and Outlook By Formula (Cow Milk Protein, Soy-based Form...

- 5.1 Key Breast Milk Substitute Market Trends
- 5.2 Potential Breast Milk Substitute Market Opportunities
- 5.3 Key Market Challenges

CHAPTER 6: GLOBAL BREAST MILK SUBSTITUTE MARKET ANALYSIS AND OUTLOOK TO 2032

- 6.1 Global Market Outlook by Segments, 2021 to 2032
 - 6.2 Formula
 - Cow Milk Protein
 - Soy-based Formula
 - Hydrolyzed Formula
 - Others
 - Form
 - Powder
 - Liquid
 - Age Group
 - Below 6 Months

6 TO 24 MONTHS

- Distribution Channel
 - Online
 - Offline
- 6.3 Global Market Outlook by Region, 2021 to 2032

CHAPTER 7: NORTH AMERICA BREAST MILK SUBSTITUTE MARKET ANALYSIS AND OUTLOOK TO 2032

- 7.1 North America Market Outlook by Segments, 2021- 2032
 - 7.2 Formula
 - Cow Milk Protein
 - Soy-based Formula
 - Hydrolyzed Formula
 - Others
 - Form
 - Powder
 - Liquid

Age Group
Below 6 Months

6 TO 24 MONTHS

Distribution Channel
Online
Offline

7.3 North America Market Outlook by Country, 2021- 2032

- 7.3.1 United States Breast Milk Substitute Market Size Forecast, 2021- 2032
- 7.3.2 Canada Breast Milk Substitute Market Size Forecast, 2021- 2032
- 7.3.3 Mexico Breast Milk Substitute Market Size Forecast, 2021- 2032

CHAPTER 8: EUROPE BREAST MILK SUBSTITUTE MARKET ANALYSIS AND OUTLOOK TO 2032

8.1 Europe Market Outlook by Segments, 2021- 2032

8.2 Formula
Cow Milk Protein
Soy-based Formula
Hydrolyzed Formula
Others
Form
Powder
Liquid
Age Group
Below 6 Months

6 TO 24 MONTHS

Distribution Channel
Online
Offline

8.3 Europe Market Outlook by Country, 2021- 2032

- 8.3.1 Germany Breast Milk Substitute Market Size Forecast, 2021- 2032
- 8.3.2 France Breast Milk Substitute Market Size Forecast, 2021- 2032
- 8.3.3 United Kingdom Breast Milk Substitute Market Size Forecast, 2021- 2032
- 8.3.4 Spain Breast Milk Substitute Market Size Forecast, 2021- 2032
- 8.3.5 Italy Breast Milk Substitute Market Size Forecast, 2021- 2032

8.3.6 Russia Breast Milk Substitute Market Size Forecast, 2021- 2032

8.3.7 Rest of Europe Breast Milk Substitute Market Size Forecast, 2021- 2032

CHAPTER 9: ASIA PACIFIC BREAST MILK SUBSTITUTE MARKET ANALYSIS AND OUTLOOK TO 2032

9.1 Asia Pacific Market Outlook by Segments, 2021- 2032

9.2 Formula

Cow Milk Protein

Soy-based Formula

Hydrolyzed Formula

Others

Form

Powder

Liquid

Age Group

Below 6 Months

6 TO 24 MONTHS

Distribution Channel

Online

Offline

9.3 Asia Pacific Market Outlook by Country, 2021- 2032

9.3.1 China Breast Milk Substitute Market Size Forecast, 2021- 2032

9.3.2 India Breast Milk Substitute Market Size Forecast, 2021- 2032

9.3.3 Japan Breast Milk Substitute Market Size Forecast, 2021- 2032

9.3.4 South Korea Breast Milk Substitute Market Size Forecast, 2021- 2032

9.3.5 Australia Breast Milk Substitute Market Size Forecast, 2021- 2032

9.3.6 South East Asia Breast Milk Substitute Market Size Forecast, 2021- 2032

9.3.7 Rest of Asia Pacific Breast Milk Substitute Market Size Forecast, 2021- 2032

CHAPTER 10: SOUTH AMERICA BREAST MILK SUBSTITUTE MARKET ANALYSIS AND OUTLOOK TO 2032

10.1 South America Market Outlook by Segments, 2021- 2032

10.2 Formula

Cow Milk Protein

Soy-based Formula

Hydrolyzed Formula

Others

Form

Powder

Liquid

Age Group

Below 6 Months

6 TO 24 MONTHS

Distribution Channel

Online

Offline

10.3 South America Market Outlook by Country, 2021- 2032

10.3.1 Brazil Breast Milk Substitute Market Size Forecast, 2021- 2032

10.3.2 Argentina Breast Milk Substitute Market Size Forecast, 2021- 2032

10.3.3 Rest of South America Breast Milk Substitute Market Size Forecast, 2021- 2032

CHAPTER 11: MIDDLE EAST AND AFRICA BREAST MILK SUBSTITUTE MARKET ANALYSIS AND OUTLOOK TO 2032

11.1 Middle East and Africa Market Outlook by Segments, 2021- 2032

11.2 Formula

Cow Milk Protein

Soy-based Formula

Hydrolyzed Formula

Others

Form

Powder

Liquid

Age Group

Below 6 Months

6 TO 24 MONTHS

Distribution Channel

Online

Offline

11.3 Middle East and Africa Market Outlook by Country, 2021- 2032

- 11.3.1 Saudi Arabia Breast Milk Substitute Market Size Forecast, 2021- 2032
- 11.3.2 The UAE Breast Milk Substitute Market Size Forecast, 2021- 2032
- 11.3.3 Rest of Middle East Breast Milk Substitute Market Size Forecast, 2021- 2032
- 11.3.4 South Africa Breast Milk Substitute Market Size Forecast, 2021- 2032
- 11.3.4 Rest of Africa Breast Milk Substitute Market Size Forecast, 2021- 2032

CHAPTER 12: COMPETITIVE LANDSCAPE

- 12.1 Competitive Analysis- Product Profile, SWOT, Financial Profiles
- 12.2 Key Companies Profiled in the Study
- 12.3 Abbott Laboratories
- Danone S.A.
- Fonterra Co-operative Group Limited
- HiPP GmbH & Co. Vertrieb KG
- Kendal Nutricare Limited
- Nestl? S.A.
- Nutricia Limited
- Reckitt Benckiser Group plc
- The Kraft Heinz Company

CHAPTER 13: SOURCES AND RESEARCH METHODOLOGY

- 13.1 Primary and Secondary Sources
- 13.2 Research Methodology
- 13.3 Data Triangulation and Validation
- 13.4 Assumptions and Limitations
- 13.5 Forecast Methodology
- Appendix
- A: Highlights of the Q4-2024 Version
- B: Conclusion and Future Recommendations
- C: Customization Options
- D: Contact Information

List Of Figures

LIST OF FIGURES

Figure 1: Country Analysis: Largest Market Share (%) - 2024 vs. 2032

Figure 2: GDP (Current Prices) Outlook by Country, 2010- 2032

Figure 3: Population Outlook by Country, 2010- 2032

Figure 4: Inflation Outlook by Country (%), 2024- 2032

Figure 5: Global Breast Milk Substitute Market Outlook by Type, 2021- 2032

Figure 6: Global Breast Milk Substitute Market Outlook by Application, 2021- 2032

Figure 7: Global Breast Milk Substitute Market Outlook by Region, 2021- 2032

Figure 8: North America Breast Milk Substitute Market Snapshot, Q4-2024

Figure 9: North America Breast Milk Substitute Market Size Forecast by Type, 2021- 2032

Figure 10: North America Breast Milk Substitute Market Size Forecast by Application, 2021- 2032

Figure 11: North America Breast Milk Substitute Market Share by Country, 2023

Figure 12: Europe Breast Milk Substitute Market Snapshot, Q4-2024

Figure 13: Europe Breast Milk Substitute Market Size Forecast by Type, 2021- 2032

Figure 14: Europe Breast Milk Substitute Market Size Forecast by Application, 2021- 2032

Figure 15: Europe Breast Milk Substitute Market Share by Country, 2023

Figure 16: Asia Pacific Breast Milk Substitute Market Snapshot, Q4-2024

Figure 17: Asia Pacific Breast Milk Substitute Market Size Forecast by Type, 2021- 2032

Figure 18: Asia Pacific Breast Milk Substitute Market Size Forecast by Application, 2021- 2032

Figure 19: Asia Pacific Breast Milk Substitute Market Share by Country, 2023

Figure 20: South America Breast Milk Substitute Market Snapshot, Q4-2024

Figure 21: South America Breast Milk Substitute Market Size Forecast by Type, 2021- 2032

Figure 22: South America Breast Milk Substitute Market Size Forecast by Application, 2021- 2032

Figure 23: South America Breast Milk Substitute Market Share by Country, 2023

Figure 24: Middle East and Africa Breast Milk Substitute Market Snapshot, Q4-2024

Figure 25: Middle East and Africa Breast Milk Substitute Market Size Forecast by Type, 2021- 2032

Figure 26: Middle East and Africa Breast Milk Substitute Market Size Forecast by Application, 2021- 2032

Figure 27: Middle East and Africa Breast Milk Substitute Market Share by Country, 2023

Figure 28: United States Breast Milk Substitute Market Size Outlook, \$ Million, 2021-2032

Figure 29: Canada Breast Milk Substitute Market Size Outlook, \$ Million, 2021- 2032

Figure 30: Mexico Breast Milk Substitute Market Size Outlook, \$ Million, 2021- 2032

Figure 31: Germany Breast Milk Substitute Market Size Outlook, \$ Million, 2021- 2032

Figure 32: France Breast Milk Substitute Market Size Outlook, \$ Million, 2021- 2032

Figure 33: United Kingdom Breast Milk Substitute Market Size Outlook, \$ Million, 2021-2032

Figure 34: Spain Breast Milk Substitute Market Size Outlook, \$ Million, 2021- 2032

Figure 35: Italy Breast Milk Substitute Market Size Outlook, \$ Million, 2021- 2032

Figure 36: Russia Breast Milk Substitute Market Size Outlook, \$ Million, 2021- 2032

Figure 37: Rest of Europe Breast Milk Substitute Market Size Outlook, \$ Million, 2021-2032

Figure 38: China Breast Milk Substitute Market Size Outlook, \$ Million, 2021- 2032

Figure 39: India Breast Milk Substitute Market Size Outlook, \$ Million, 2021- 2032

Figure 40: Japan Breast Milk Substitute Market Size Outlook, \$ Million, 2021- 2032

Figure 41: South Korea Breast Milk Substitute Market Size Outlook, \$ Million, 2021-2032

Figure 42: Australia Breast Milk Substitute Market Size Outlook, \$ Million, 2021- 2032

Figure 43: South East Asia Breast Milk Substitute Market Size Outlook, \$ Million, 2021-2032

Figure 44: Rest of APAC Breast Milk Substitute Market Size Outlook, \$ Million, 2021-2032

Figure 45: Brazil Breast Milk Substitute Market Size Outlook, \$ Million, 2021- 2032

Figure 46: Argentina Breast Milk Substitute Market Size Outlook, \$ Million, 2021- 2032

Figure 47: Rest of LATAM Breast Milk Substitute Market Size Outlook, \$ Million, 2021-2032

Figure 48: Saudi Arabia Breast Milk Substitute Market Size Outlook, \$ Million, 2021-2032

Figure 49: UAE Breast Milk Substitute Market Size Outlook, \$ Million, 2021- 2032

Figure 50: South Africa Breast Milk Substitute Market Size Outlook, \$ Million, 2021-2032

Figure 51: Research Methodology

Figure 52: Forecast Methodology

List Of Tables

LIST OF TABLES

Table 1: Market Scope and Segmentation

Table 2: Global Breast Milk Substitute Market Size Outlook, \$Million, 2021 to 2032

Table 3: Low Case Scenario Forecasts

Table 4: Reference Case Scenario Forecasts

Table 5: High Growth Scenario Forecasts

Table 6: Global Breast Milk Substitute Market Size Outlook by Segments, 2021- 2032

Table 7: Global Breast Milk Substitute Market Size Outlook by Region, 2021- 2032

Table 8: Country Mapping, 2023 vs. 2032

Table 9: North America- Breast Milk Substitute Market Outlook by Type, 2021- 2032

Table 10: North America- Breast Milk Substitute Market Outlook by Country, 2021- 2032

Table 11: Europe - Breast Milk Substitute Market Outlook by Type, 2021- 2032

Table 12: Europe - Breast Milk Substitute Market Outlook by Country, 2021- 2032

Table 13: Asia Pacific - Breast Milk Substitute Market Outlook by Type, 2021- 2032

Table 14: Asia Pacific - Breast Milk Substitute Market Outlook by Country, 2021- 2032

Table 15: South America- Breast Milk Substitute Market Outlook by Type, 2021- 2032

Table 16: South America- Breast Milk Substitute Market Outlook by Country, 2021- 2032

Table 17: Middle East and Africa - Breast Milk Substitute Market Outlook by Type, 2021- 2032

Table 18: Middle East and Africa - Breast Milk Substitute Market Outlook by Country, 2021- 2032

Table 19: Business Snapshots of Leading Breast Milk Substitute Companies

Table 20: Product Profiles of Leading Breast Milk Substitute Companies

Table 21: SWOT Profiles of Leading Breast Milk Substitute Companies

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