

Beat: Miscellaneous

## **BABY FOOD MARKET IS EXPECTED TO REACH \$72.7 BILLION, WORLDWIDE, BY 2020**

### **GROWING AWARENESS FOR NUTRITION**

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**USPA NEWS** - Traditionally, babies are fed with soft home cooked food, a practice that is still popular in underdeveloped and developing countries. However, growing urbanization and changing lifestyles have increased the demand for packaged baby foods in different societies and cultures.

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These foods are fed to babies between the ages of four to six months and two years. Growing awareness for nutrition, rise in organized retail marketing, urbanization paired with a significant increase in the count of working women population are key factors that boost the market growth. Concerns related to food safety, falling birth rates, and the practice of feeding home cooked food to babies are the key restraints in this market.

The world baby food market is segmented based on product type, distribution channel and geography. Based on product type, the market is segregated into dried baby food, milk formula, prepared baby food, and other baby food. Presently, milk formula occupies the largest market share followed by the product segment of prepared baby food.

Sales of milk formula baby food is highly concentrated in the APAC region. Alternatively, demand for prepared baby food is largely limited to developed regions. However, market for prepared baby food, in developing regions would pick pace over the forecast period, subsequently leading to the dynamic growth of the baby food market in the APAC region.

Supermarkets, hypermarkets, small grocery retailers, and health & beauty retailers are the key distribution channels in the baby food industry. Supermarkets are the primarily preferred distribution channel among consumers, followed by health and beauty retailers. However, considering the scenario in few Asian developing countries such as India, small grocery retailers and health & beauty retailers hold significant share considering sales in the region.

Asia-Pacific occupies the largest share in the global baby food market, followed by Europe, North America and LAMEA. Asia Pacific is the largest market for milk formula and occupies more than half of the overall global market share. Larger demand would be observed in the LAMEA region over the forecast period. Key players operating in baby food market are, Nestle, Danone, Mead Johnson, Abbott laboratories, Hero-Group, Perrigo Company, Bellamy Organics, Hain Celestial Group, Campbell soups, Friesland Campina.

The Global Food Diagnostics Systems Industry report provides a basic overview of the industry including definitions and classifications. The Food Diagnostics Systems market analysis is provided for the international markets including development trends, competitive landscape analysis, and key regions development status.

Source : Big Market Research

Ruby BIRD

<http://www.portfolio.uspa24.com/>

Yasmina BEDDOU

<http://www.yasmina-beddou.uspa24.com/>

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**Editorial program service of General News Agency:**

United Press Association, Inc.  
3651 Lindell Road, Suite D168  
Las Vegas, NV 89103, USA  
(702) 943.0321 Local  
(702) 943.0233 Facsimile  
[info@unitedpressassociation.org](mailto:info@unitedpressassociation.org)  
[info@gna24.com](mailto:info@gna24.com)  
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