

Baby Food in China

Market Direction | 2022-09-07 | 23 pages | Euromonitor

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Report description:

In 2022, overall milk formula is set to see a retail current value decline after many years of growth. The continuously declining birth rate, aggravated by COVID-19, is leading overall value sales to fall due to the shrinking number of new-born babies. Manufacturers have put effort into product premiumisation and advertising the need to consume growing-up formula to keep value sales growing. However, the impact of the pandemic in 2020 and beyond is even being manifested in this previously rapidl...

Euromonitor International's Baby Food in China report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Dried Baby Food, Milk Formula, Other Baby Food, Prepared Baby Food.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Baby Food market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Table of Contents:

Baby Food in China
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List Of Contents And Tables

BABY FOOD IN CHINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Milk formula starts to decline despite premiumisation and increasing penetration, due to declining birth rate and breastfeeding

Leading local brands continue to gain share in low-tier cities, where consumers have higher trust in made-in-China milk formula

International milk formula brands are also expanding to low-tier cities through various channels and product strategies

PROSPECTS AND OPPORTUNITIES

Fewer new-born babies expected, leading to a continuous decrease for milk formula, but niche segments will thrive

With comparatively higher birth rates, expanding and low-tier cities will be crucial for milk formula brands to grow

Other baby food set to be dynamic as educated mothers care more about offering a nutritious and diversified diet for their babies

CATEGORY DATA

Table 1 Sales of Baby Food by Category: Volume 2017-2022

Table 2 Sales of Baby Food by Category: Value 2017-2022

Table 3 Sales of Baby Food by Category: % Volume Growth 2017-2022

Table 4 Sales of Baby Food by Category: % Value Growth 2017-2022

Table 5 Sales of Growing-Up Milk Formula by Age: % Value 2017-2022

Table 6 NBO Company Shares of Baby Food: % Value 2018-2022

Table 7 LBN Brand Shares of Baby Food: % Value 2019-2022

Table 8 Distribution of Baby Food by Format: % Value 2017-2022

Table 9 Forecast Sales of Baby Food by Category: Volume 2022-2027

Table 10 Forecast Sales of Baby Food by Category: Value 2022-2027

Table 11 Forecast Sales of Baby Food by Category: % Volume Growth 2022-2027

Table 12 Forecast Sales of Baby Food by Category: % Value Growth 2022-2027

CHART 1 Dairy Products and Alternatives Value Sales Growth Scenarios: 2020-2027

CHART 2 Dairy Products and Alternatives Impact of Drivers on Value Sales: 2020-2027

DAIRY PRODUCTS AND ALTERNATIVES IN CHINA

EXECUTIVE SUMMARY

Dairy products and alternatives in 2022: The big picture

Key trends in 2022

Competitive landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

Table 13 Sales of Dairy Products and Alternatives by Category: Value 2017-2022

Table 14 Sales of Dairy Products and Alternatives by Category: % Value Growth 2017-2022

Table 15 NBO Company Shares of Dairy Products and Alternatives: % Value 2018-2022

Table 16 LBN Brand Shares of Dairy Products and Alternatives: % Value 2019-2022

Table 17 Distribution of Dairy Products and Alternatives by Format: % Value 2017-2022

Table 18 Forecast Sales of Dairy Products and Alternatives by Category: Value 2022-2027

Table 19 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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