

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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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

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