

Baby Food Market - Growth, Trends, and Forecast (2023 - 2028)

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Report description:

The baby food market is projected to register a CAGR of 3.67% during the forecast period.

The increasing working female population and rising disposable income are also aiding the market growth for baby food. The rising infant population and awareness about baby food products and their nutritional values further boost the baby food product demand. Moreover, because of the existing malnutrition and hunger issues facing infants in many developing and underdeveloped countries, the market for baby food is also set to grow in the future.

According to the United Nations International Children's Security Fund (UNICEF), malnutrition contributes to half of all deaths among children under five worldwide. The market expects growth amid innovations with key ingredients, such as human milk oligosaccharides (HMOs) and probiotics. Recently, there is an increase in the demand for organic baby food. It can be attributed to the number of women working increased. These convenient foods are in great demand, resulting in growth in the market due to the increased demand for them.

As a result of limited time for housekeeping, modern households are increasingly using these convenient and nutritious packaged baby foods. Over the long term, manufacturers are developing products that support the immune system from infancy. Key players in the market are constantly launching new products to make them more appealing to parents and infants, aiding the market's growth. For instance, in July 2022, UK-based Organix launched two new organic baby and toddler food ranges: Baby Meals and Organix Kids. They are available through Asda and its online store.

Baby Food Market Trends

Working Women are Driving the Demand for RTE Baby Food

The demand for organic baby food is expanding due to an increase in working women and a quick shift toward convenience foods,

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propelling the organic baby food market. There is a paradigm shift in the organization of modern households, with most adults needing more time for home administration, particularly food preparation and cooking. As a result, there is a rise in the demand for ready-to-eat or packaged foods. Furthermore, working women, particularly new mothers, prefer ready-to-eat meal items. These working mothers choose packaged food items for their children as it saves time and allows them to maintain a work-life balance while still taking care of domestic obligations.

Working women are prioritizing their children's nutritional requirements and choosing manufactured baby meals, thus expanding the baby food sector. According to the Office for National Statistics (ONS), in September 2021, 75.6% of mothers in England were working, up from 74% in 2018. Furthermore, as per World Bank data, in 2021, India's labor force increased to 19.23% from 18.6% in 2020.

Asia-Pacific Holds the Major Share

Asia-Pacific holds a very significant share of the baby food market. It is the largest and fastest-growing market globally. It is expected to be very dynamic in the coming years, owing to its growing population, hectic lifestyles, and rising consumer spending. China is the largest market in the region. Moreover, developing countries like India and Indonesia are expected to drive the market's growth in Asia-Pacific. The rising modern retail penetration, product awareness, rising disposable incomes, and purchasing power are influencing the baby food market development in the region. Non-grocery specialist retailers, such as drugstores/pharmacies, are the preferred channel for consumers, and online channels are the fastest-growing distribution channel.

The baby food market is trending towards vegan-based foods. It is considered safe and nutritious for babies to eat vegan-based baby food. Baby food manufacturers are launching vegan-based products to cater to the growing vegan market. For instance, in July 2022, As China's first carbon-neutral product, Nestle launched a stage three formula for toddlers sourced from a Swiss farm that does not use herbicides and growth hormones.

Baby Food Market Competitor Analysis

The market for baby food is competitive due to prominent regional and domestic players in different countries. Companies are focusing on mergers, expansions, acquisitions, partnerships, and new product developments to boost their brand presence among consumers. A few leading companies in the baby food market are Nestle SA, Danone SA, Reckitt Benckiser Group PLC, Abbott Laboratories, Feihe International Inc., Royal FrieslandCampina NV, Shijiazhuang Junlebao Dairy Co. Ltd, Ausnutria Dairy Corporation Ltd, Yili Group, and The Kraft Heinz Company. Recently, players have been active in product launches and approvals to gain a powerful position in the infant food business.

In April 2021, the Kraft Heinz Company developed a plant-based baby food line to give newborns a high-quality vegan diet. The food line includes Saucy Pasta Stars with beans and carrots, Potato Bake with green beans and sweet garden peas, and Risotto with chickpeas and pumpkin.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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