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

Market Report | 2023-01-23 | 126 pages | Mordor Intelligence

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Report description:

The Europe baby food market is expected to register a CAGR of 5.2% during the forecasted period.

Key Highlights
The demand for convenience, variety, and more nutritional baby food is a factor driving the increasing consumption of baby food. The growth of the middle class and the rising working female population are also factors boosting the market. Consumers are more conscious about the baby's health, which increases demand for natural, vegan, and organic baby food. In response to the growing demand for organic and vegan baby foods, manufacturers are developing new products to expand their market share.
For instance, in June 2021, Heinz announced the launch of a plant-based baby food line in the United Kingdom that is 100% natural. The Heinz for baby pulses line has three options: saucy pasta stars with beans & carrots, potato bake with green beans & sweet garden peas, and risotto with chickpeas & pumpkin. None of the three options contain added sugar or salt.
Furthermore, safety measures in terms of baby food packaging are a significant concern among young mothers. Eco-friendly packaging is gaining traction, supporting various major companies to discriminate the products in the market. Moreover, the trend of baby food in ready meals is expected to witness a strong penetration rate over the years.
The European baby food market is highly regulated, which makes baby food the safest to consume. Stringent and changing regulations have also caused distortions in the market Germany, Russia, and the United Kingdom hold a significant share of the European baby food market.

Europe Baby Food Market Trends

Growing Demand for Organic Food Aiding the Demand Organic Baby Foods

With the rising awareness regarding the effects of chemicals, fertilizers, pesticides, etc., consumers are opting for foods that are

free from these. Thus, organic foods are finding an increased demand in the European market.
With the increasing number of women working in Germany, Italy, the United Kingdom, France, and other regions, the need for organic baby foods has risen. Thus, the baby food market is propelling stronger growth in these regions. The innovative packaging and incorporation of special ingredients that give an additional benefit to the product are also driving the market.
The existing players are expanding their product portfolio, including organic foods, to their product range to gain a competitive advantage and strengthen their position in the market. Parents are increasingly opting for healthy and ready-to-eat food offerings, such as instant milk formula and snacks, which require needless or no preparation time and can be instantly provided to the baby.

Major players in the infant food market are eyeing Russia in terms of organic and natural infant food to strengthen their position in the Russian market.

United Kingdom Dominates the Market

The major drivers of the market are the increasing number of working women population and the awareness regarding the nutritional factors of processed baby food. The growing awareness regarding the long-term effects of packed baby foods is a major market restraint. Technological developments in baby foods such as infant formula, cereal-based products, and other fortified products are trending in the market.
Organic baby food is also gaining attraction in the United Kingdom's baby food market. Danone, Nestle, and H.J. Heinz are the major players in the market. Cow & Gate, Ella's Kitchen, Heinz, Plum baby, and Organix are the other players in the market. Moreover, players are launching their products with sustainable packaging options due to growing consumer awareness about the environmental issues related to the product's packaging.
For instance, In July 2022, a new pouch was launched by Little Freddie's featuring the OPRL label, which enables the pouch to be sent home for recycling. This is the first recycling of baby food pouches in the United Kingdom, developed for council collection. The new material will have a significant impact on total climate footprints.

Europe Baby Food Market Competitor Analysis

The European baby food market is highly competitive, with a few top players holding a significant market share. In the regions, Danone S.A., Hipp GmbH & Co Vertrieb KG, Nestle SA, Organix, and H.J. Heinz are among the major players in the market. Players are expanding their product ranges and entering the organic baby food segment trending in the market. The manufacturers are majorly concentrating on enhancing their product quality through mergers and acquisitions and product innovation to obtain a competitive edge over other players in the market. Advanced distribution networks and manufacturing expertise give the manufacturers an advantage in expanding their range of products across the European market.

Additional Benefits:

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

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