

Baby Food in China

Market Direction | 2023-09-26 | 22 pages | Euromonitor

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Report description:

Despite the lifting of COVID-19 restrictions at the beginning of the year, retail sales of milk formula continued their downward trajectory in current value terms in 2023, amid a further reduction in the national birth rate. While the country abandoned its one-child policy in 2016, Chinese couples are still having fewer children, or forgoing having them altogether. Economic insecurity caused by the pandemic and more latterly, the war in Ukraine, caused numerous couples to defer their plans to st...

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 2018-2022, 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 2027, 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Continuous decline in birth rate leads to further decline in sales of milk formula

Launch of new national standards for milk formula leads to greater market concentration

Extending penetration to lower-tier cities is key to success for milk formula brands

PROSPECTS AND OPPORTUNITIES

Brands to focus on niches such as goats' milk formula in bid to boost growth

Further penetration for powder special baby milk formula, in line with greater education

Baby food (excluding milk formula) to see sustained growth, alongside continuous product innovation and further education

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SOURCES

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Summary 1 Research Sources

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