

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.

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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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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

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

CATEGORY DATA

Table 1 Sales of Baby Food by Category: Volume 2018-2023

Table 2 Sales of Baby Food by Category: Value 2018-2023

Table 3 Sales of Baby Food by Category: % Volume Growth 2018-2023

Table 4 Sales of Baby Food by Category: % Value Growth 2018-2023

Table 5 Sales of Growing-Up Milk Formula by Age: % Value 2018-2023

Table 6 NBO Company Shares of Baby Food: % Value 2019-2023

Table 7 LBN Brand Shares of Baby Food: % Value 2020-2023

Table 8 Distribution of Baby Food by Format: % Value 2018-2023

Table 9 Forecast Sales of Baby Food by Category: Volume 2023-2028

Table 10 □Forecast Sales of Baby Food by Category: Value 2023-2028

Table 11 □Forecast Sales of Baby Food by Category: % Volume Growth 2023-2028

Table 12 □Forecast Sales of Baby Food by Category: % Value Growth 2023-2028

DAIRY PRODUCTS AND ALTERNATIVES IN CHINA

EXECUTIVE SUMMARY

Dairy products and alternatives in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

Table 13 Sales of Dairy Products and Alternatives by Category: Value 2018-2023

Table 14 Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023

Table 15 NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023

Table 16 LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023

Table 17 Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023

Table 18 Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028

Table 19 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

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SOURCES

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