

Asia Pacific Human Milk Fortifier Market Forecast to 2030 - Regional Analysis - by Form (Powder and Liquid) and Distribution Channel (Online and Offline)

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Report description:

The Asia Pacific human milk fortifier market is expected to grow from US\$ 79.53 million in 2023 to US\$ 159.05 million by 2030; it is estimated to grow at a CAGR of 10.4% from 2023 to 2030.

Rising Awareness in Developing Countries fueling the Asia Pacific Human Milk Fortifier Market

In recent years, infant nutrition has been one of the most lucrative markets in Asia Pacific. Rise in population, steady economic development, and increase in per capita income are among the major factors driving the market. People in countries such as China, India, and South Korea are highly concerned about their children's health and well-being and are widely adopting human milk fortifiers to support their growth and development. The concept of human milk fortifiers is new to many people in emerging economies, and the increasing awareness among people is expected to create lucrative opportunities for the market growth. The human milk fortifier market is gaining significant traction owing to increasing awareness regarding the benefits of human milk fortifiers, such as promoting growth and bone development. Health associations in the developing countries are taking initiatives to boost overall growth and improve nutrition in preterm babies. For instance, in July 2021, NeoLacta Lifesciences announced the development of a 100% human milk fortifier in India as per the guidelines of the World Health Organization (WHO). The product aims to improve the quality of nutritional care for newborns.

Thus, the rising awareness about human milk fortifiers in developing countries is expected to provide lucrative growth opportunities for the market during the forecast period.

Asia Pacific Human Milk Fortifier Market Overview

Increased awareness among parents and healthcare professionals about the nutritional benefits of human milk fortifiers is driving the demand for this product. Also, advances in neonatal care have improved the survival rates of premature infants, leading to a

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higher demand for human milk fortifiers. These fortifiers provide essential nutrients and promote better health outcomes for preterm babies. As disposable income levels rise in Asia Pacific, more parents can afford premium healthcare products, including human milk fortifiers. This has contributed to the market growth, as parents are willing to invest in products that can improve their child's health and well-being. Moreover, the expansion of healthcare infrastructure, including neonatal intensive care units (NICUs), across Asia Pacific has created a favorable environment for the human milk fortifier market growth. Hospitals and healthcare facilities are better equipped to provide specialized care for premature infants, contributing to the increased demand for human milk fortifiers.

Asia Pacific Human Milk Fortifier Market Revenue and Forecast to 2030 (US\$ Million)

Asia Pacific Human Milk Fortifier Market Segmentation

The Asia Pacific human milk fortifier market is segmented based on form, distribution channel, and country. Based on form, the Asia Pacific human milk fortifier market is bifurcated into powder and liquid. The powder segment held a larger market share in 2023.

Based on distribution channel, the Asia Pacific human milk fortifier market is bifurcated into online and offline. The offline segment held a larger market share in 2023.

Based on country, the Asia Pacific human milk fortifier market is segmented into Australia, China, India, Japan, South Korea, and the Rest of Asia Pacific. China dominated the Asia Pacific human milk fortifier market in 2023.

Abbott Laboratories, NeoLacta Lifesciences Pvt Ltd, Nestle SA, Prolacta Bioscience Inc, Lead Care International Ltd, Raptakos, Brett & Co Ltd, Danone SA, and Reckitt Benckiser Group Plc are some of the leading companies operating in the Asia Pacific human milk fortifier market.

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