

Baby Electrolyte Market By Form (Powder, Liquid, Others), By Flavor (Grape, Apple, Strawberry, Orange, Unflavored, Others), By Application (Upto 12 Months, 12 to 36 Months, 36 Months to 60 months), By Distribution Channel (Modern Trade, General Trade): Global Opportunity Analysis and Industry Forecast, 2022-2031

Market Report | 2023-05-01 | 300 pages | Allied Market Research

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Report description:

The global baby electrolyte market size was valued at \$1,206.8 million in 2021 and is estimated to reach \$ 2,922.7 million by 2031, growing at a CAGR of 9.4% from 2022 to 2031.

Baby electrolyte is a mixture of water and vital minerals, including sodium, potassium, and chloride that is specially prepared for newborns and young children to assist avoid dehydration brought on by vomiting, diarrhea, or other ailments.

The major factors that are expected to drive the demand for baby electrolytes, are increase in global population and rising in prevalence of diarrhea. According to the United Nations (UN), the world's population is projected to grow by 40% from 7.8 billion people in 2020 to 10.9 billion people in 2100, despite the fact that the fertility rate among women is dropping. The fertility rate is still high in some areas, particularly in Sub-Saharan Africa, notwithstanding the fact that women are having fewer children, according to the United Nations Department of Economic and Social Affairs. Therefore, increase in the global population, rise in disposable income, and growth in parental awareness of the advantages of baby electrolytes are expected to contribute to the market growth. Moreover, the World Health Organization has historically encouraged the use of the WHO ORS (Oral Rehydration Salts), which has significantly contributed to raise awareness of baby electrolytes in developing and poor countries.

There has been a noticeable rise in the proportion of women working globally during the past decade. Women have far less time to adequately care for their newborns due to their rigorous work schedules, which has caused breastfeeding rates to fall.

Inadequate breastfeeding leads babies to lack essential electrolytes which is driving the demand for baby electrolytes across the globe. Moreover, increase in focus on women's employment and education has increased disposable income as well as awareness of the benefits of baby electrolyte drinks. Working women have become more prevalent in recent years, especially in nations such as the U.S., the UK, India, and China. For instance, according to the U.S. Bureau of Labor Statistics, in 2019, 57.4% of all women

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participated in the labor force. Moreover, the percentage of female employees increased in the UK. Hence, the number of working women has increased parents' affordability, which in turn, increased demand for baby electrolyte products globally.

The baby electrolyte market is analyzed on the basis of form, application, flavor, distribution channel, and region. By form, the market is classified into liquid, powder, and others. Depending on application, the market is categorized into up to 12 months, 12 to 36 months, and 36 to 60 months. On the basis of flavor, the market is segmented into grape, apple, strawberry, orange, unflavored, and others. As per distribution channel, the market is categorized into modern trade and general trade. The modern trade segment is further divided into supermarkets & hypermarkets, pharmacy or medical stores, convenience stores, and online stores. General trade is categorized into pharmacy or medical stores, convenience stores, and others. Region wise, the market is analyzed across North America (the U.S., Canada, and Mexico), Europe (Germany, UK, France, Italy, Spain, and the rest of Europe), Asia-Pacific (China, India, Japan, Australia, South Korea, and rest of Asia-Pacific), and LAMEA (Brazil, Argentina, Saudi Arabia, South Africa, and rest of LAMEA).

Abbott Laboratories, The Hain Celestial Group, Inc., Johnson & Johnson, Cipla Ltd., Sanofi, Cera Products, Inc., Monico S.p.A., Mead Johnson & Company, LLC., Kinderfarms, LLC., FDC Limited, Unilab, Inc., Prestige Consumer Healthcare, Inc., Halewood Laboratories Pvt. Ltd., Goodonya, and Otsuka Holdings Co., Ltd. are the major companies profiled in the baby electrolyte market report. These players are constantly engaged in various developmental strategies such as partnerships, mergers, acquisitions, and new product launches to gain a competitive edge and exploit the prevailing baby electrolyte market opportunities.

Key Benefits For Stakeholders

- This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the baby electrolyte market analysis from 2021 to 2031 to identify the prevailing baby electrolyte market opportunities.
- The market research is offered along with information related to key drivers, restraints, and opportunities.
- Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.
- In-depth analysis of the baby electrolyte market segmentation assists to determine the prevailing market opportunities.
- Major countries in each region are mapped according to their revenue contribution to the global market.
- Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.
- The report includes the analysis of the regional as well as global baby electrolyte market trends, key players, market segments, application areas, and market growth strategies.

Key Market Segments

By Application

- 36 Months to 60 months
- Upto 12 Months
- 12 to 36 Months

By Form

- Powder
- Liquid
- Others

By Distribution Channel

- Modern Trade
- Sub Type
- Hypermarkets and Supermarkets
- Pharmacy or Medical Stores
- Convenience Stores
- Online Stores
- General Trade
- Sub Type
- Pharmacy or Medical Stores

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- Convenience Stores

- Others

By Flavor

- Grape

- Apple

- Strawberry

- Orange

- Unflavored

- Others

By Region

- North America

- U.S.

- Canada

- Mexico

- Europe

- Germany

- UK

- France

- Italy

- Spain

- Rest of Europe

- Asia-Pacific

- China

- Japan

- India

- Australia

- South Korea

- Rest of Asia-Pacific

- LAMEA

- Brazil

- Argentina

- Saudi Arabia

- South Africa

- Rest of LAMEA

- Key Market Players

- Abbott Laboratories

- Cera Products Inc.

- Cipla Ltd

- FDC Limited

- Goodonya

- Halewood Laboratories Pvt. Ltd.

- Johnson & Johnson

- Kinderfarms, LLC.

- Mead Johnson & Company, LLC.

- Monico spa

- Otsuka Holdings Co., Ltd.

- Prestige Consumer Healthcare Inc.

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- The Hain Celestial Group, Inc.
- Unilab, Inc.

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