

## **India Baby Food Products Market Forecast 2025-2032**

Market Report | 2025-01-13 | 135 pages | Inkwood Research

### **AVAILABLE LICENSES:**

- Single User Price \$1100.00
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### **Report description:**

#### **KEY FINDINGS**

The India baby food products market is projected to grow at a CAGR of 3.50% during the forecast period from 2025 to 2032. The market was valued at \$1017.32 million in 2024 and is expected to reach a revenue of \$1352.90 million by 2032. In terms of volume, the India baby food products market is projected to grow at a CAGR of 2.07% during the forecast period. The market was valued at 71.03 kilotons in 2024 and is expected to reach a volume of 84.11 kilotons by 2032.

#### **MARKET INSIGHTS**

The baby food products market in India is evolving, driven by a large and growing population of infants and young children. According to UNICEF, India records approximately 25 million births annually, accounting for nearly one-fifth of global childbirths. This substantial population base fuels the demand for adequate infant nutrition, with baby food products playing a critical role in supporting child health and development, particularly during the early years.

Health and nutrition challenges, especially those affecting newborns and mothers, further emphasize the importance of accessible and nutritious baby food. Reports indicate that nearly 40% of neonatal deaths and 46% of maternal deaths in India occur during labor or within the first 24 hours after birth. Prematurity (35%), birth asphyxia (20%), and neonatal infections (33%) are significant contributors to newborn mortality. Nutritional interventions, such as fortified baby food products, can help address some of these challenges by ensuring infants receive the necessary nourishment during critical growth stages.

Urbanization and changing family dynamics have driven a shift in consumer preferences toward packaged baby foods. With urbanization levels reaching 35%, working parents are increasingly relying on ready-to-eat and fortified products to meet their infants' dietary needs. According to data from the Indian Council of Medical Research (ICMR), fortification of baby food is becoming more common, with around 25% of baby food brands incorporating essential nutrients such as iron, calcium, and vitamins to address common nutritional deficiencies in children.

The changing landscape of the baby food products market is also influenced by the rising participation of rural women in the workforce. According to the nonprofit organization India Spend, the percentage of rural women in the labor force increased from 32.2% in 2019-20 to 35.8% in 2020-21. In addition, factors such as the growing number of working couples, higher per capita income, hectic work schedules, and lifestyle changes are shaping the purchasing behavior of working women, driving demand for ready-to-eat products.

Distribution channels for baby food products in India have diversified, with e-commerce playing a crucial role. A report highlights that 20% of baby food sales occur online, reflecting the growing impact of digital platforms. These platforms not only broaden

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access to a variety of products but also cater to consumer preferences for transparency and convenience, especially in urban areas.

However, challenges such as cultural reliance on homemade baby food and price sensitivity persist. According to a report by the Indian Council of Medical Research (ICMR), nearly 60% of families, particularly in rural regions, continue to rely on homemade food for infants due to traditional practices and cost considerations. Overcoming these barriers requires raising awareness about the nutritional benefits of packaged baby food products while ensuring they remain affordable and of high quality.

#### SEGMENTATION ANALYSIS

The report on the India baby food products market includes segmentation analysis on the basis of Category and Distribution Channel.

Market by Category:

- Dried Baby Food
- Other Baby Food
- Milk Formula
  - o Standard Milk Formula
  - o Follow-On Milk Formula
  - o Growing-Up Milk Formula
  - o Special Baby Milk Formula

Market by Distribution Channel:

- Retail Offline
- Retail E-Commerce

Inkwood Research's report on the India baby food products market provides in-depth insights as well as the market's segmentation analysis. The detailed evaluation of the market includes PESTLE Analysis, Market Maturity Analysis, Market Concentration Analysis, Value Chain Analysis, Key Buying Criteria, and Competitive Landscape.

#### COMPETITIVE INSIGHTS

Some of the prominent players in the India baby food products market include Nestle India Ltd, Abbott Healthcare Solutions Pvt Ltd, Danone Groupe, Bombay Oxygen Corp Ltd, etc.

Nestle is a multinational food and beverage company with a broad portfolio that includes baby food products, bottled water, cereals, chocolates, coffee, culinary items, frozen and chilled foods, dairy products, nutritional goods, ice cream, and pet care products. The company also offers sausages and direct meal delivery services. Notable Nestle brands include Maggi, Nescafe, Cerelac, Purina, Kit Kat, Milo, Nespresso, Nestea, Aero, Buitoni, Alpo, Gerber, Movenpick, Cailler, Milkybar, Nestle Ice Cream, Boost, and Freshly. Nestle operates globally, with a presence in regions such as Asia, Oceania, sub-Saharan Africa, the Americas, Europe, and the Middle East and North Africa. The company's headquarters is located in Vevey, Waadt, Switzerland.

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