

Infant Nutrition Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product (Infant Formula, Baby Food), {By Infant Formula (First Infant Formula, Follow-on Formula, Growing-up Formula, Specialty Baby Formula)}, By {Baby Food (Prepared Food, Dried Food, Other)}, By Region & Competition, 2020-2030F

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Report description:

Market Overview

The Global Infant Nutrition Market was valued at USD 72.09 billion in 2024 and is expected to grow at a CAGR of 6.35% through 2030. Infant nutrition refers to the dietary practices essential for the growth and development of infants from birth to two years of age. While breast milk remains the gold standard due to its unique nutritional and immune-boosting properties, infant formula offers a safe alternative for those unable to breastfeed. Regulatory bodies like the WHO and FSSAI have introduced stringent guidelines to ensure the safety and quality of infant nutrition products, enhancing consumer trust. As infants begin transitioning to solids around six months, baby foods such as purees and cereals play a critical role in supporting dietary diversity and development. Innovations in product formulation-such as low-protein, alpha-lactalbumin-rich formulas-are addressing evolving health needs. With increasing global awareness and a growing consumer base, the infant nutrition industry continues to thrive, offering a wide range of solutions to support early-life health and wellness.

Key Market Drivers

Growing Global Population

The expanding global population is a significant catalyst for the growth of the infant nutrition market. As of 2024, the global population has reached approximately 8.2 billion and is expected to peak at around 10.3 billion by the mid-2080s. This demographic increase results in a larger number of infants and toddlers, thereby expanding the demand for nutritional products tailored to early development. The growth is particularly notable in emerging economies like China and India, where higher birth

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rates and improved access to healthcare services have fueled market demand. Additionally, an increasing number of working women, such as Japan's record 30.35 million in 2023, is influencing consumer preference toward convenient and reliable infant feeding options. This demographic shift is expanding the market's customer base and contributing to consistent revenue growth for manufacturers of infant formula, baby food, and nutritional supplements.

Key Market Challenges

Product Quality and Safety

Ensuring product safety and maintaining high-quality standards are ongoing challenges in the global infant nutrition market. Due to infants' heightened vulnerability, manufacturers must adhere to strict regulations and rigorous testing protocols. Regulatory bodies like the FDA and EFSA enforce comprehensive guidelines on ingredient sourcing, labeling accuracy, and nutritional content. The safety of ingredients—whether dairy or plant-based—must be guaranteed, and facilities are required to follow stringent hygiene practices to prevent contamination. Quality assurance through microbiological and chemical testing is vital to confirm product safety and effectiveness. Any lapse in safety protocols can have severe implications, both for infant health and brand credibility. Meeting these regulatory requirements and maintaining consistency in global supply chains remain pressing challenges for manufacturers.

Key Market Trends

Clean Labeling

Clean labeling has emerged as a pivotal trend in the infant nutrition market, driven by consumer demand for transparency and natural ingredients. Parents increasingly prefer products with simple, recognizable components and clear labeling free from artificial additives or preservatives. This trend aligns with growing concerns over health and safety, making clean-labeled infant foods more appealing. Additionally, transparency in allergen information is especially crucial for infants with sensitivities. Clean-label products not only reinforce consumer trust but also align with evolving dietary preferences focused on wellness and minimal processing. As a result, manufacturers are reformulating products to meet clean-label criteria, thereby expanding their reach to health-conscious consumers and strengthening brand loyalty.

Key Market Players

- Abbott Laboratories
- BABY GOURMET
- Danone S.A.
- Reckitt Benckiser Group PLC
- Nestle S.A.
- The Kraft Heinz Company
- Perrigo Company plc
- Arla Foods amba
- Reckitt Benckiser Group PLC

Report Scope:

In this report, the Global Infant Nutrition Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

- Infant Nutrition Market, By Product:

o Infant Formula

- ? First Infant Formula
- ? Follow-on Formula
- ? Growing-up Formula
- ? Specialty Baby Formula

o Baby Food

- ? Prepared Food
- ? Dried Food
- ? Other

- Infant Nutrition Market, By Region:

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- o North America
 - ? United States
 - ? Canada
 - ? Mexico
- o Europe
 - ? France
 - ? United Kingdom
 - ? Italy
 - ? Germany
 - ? Spain
- o Asia-Pacific
 - ? China
 - ? India
 - ? Japan
 - ? Australia
 - ? South Korea
- o South America
 - ? Brazil
 - ? Argentina
 - ? Colombia
- o Middle East & Africa
 - ? South Africa
 - ? Saudi Arabia
 - ? UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Infant Nutrition Market.

Available Customizations:

Global Infant Nutrition Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

- Detailed analysis and profiling of additional Market players (up to five).

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