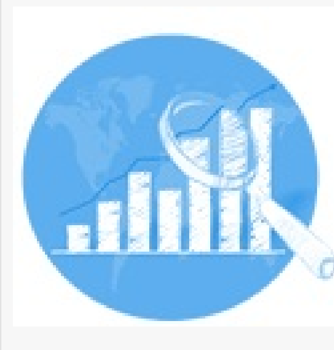
Global Fortified Baby Food Market is expected to grow at a CAGR of 10.10% by Forecast to 2023

Global Fortified Baby Food Market Information- by Nutrients type (Minerals, Vitamins) - Fortified Baby Food Forecast to 2023



PUNE, MAHARASHTRA, INDIA, May 11, 2017 /EINPresswire.com/ --
Market Highlights:
Fortified food offers extra micronutrients which includes essential trace elements and different vitamins. Fortified food is completely a commercial choice to add extra nutrients in the food and fortified baby food offers diverse range of choice to parents who are concerned about their kid’s health.

Baby food is also one of the attractive application of the fortified food. Fortified Baby Food is gaining traction over the years owing to the growing incidence of diseases, increasing consumer awareness along with significant rise in awareness of nutritious baby food and health benefits associated with it among the parents. The demand of the fortified baby food is also increasing due to the changing lifestyle coupled with the growing consumer awareness and rising health and wellness concern.

> “
> Danone SA (France), Nestle SA (Switzerland), Hero Group (Switzerland), Abbott Laboratories (U.S.)”
> *Market Research Future*

Major Key Players:
• Danone SA (France)
• Nestle SA (Switzerland)
• Hero Group (Switzerland)
• Abbott Laboratories (U.S.)
• Kraft Heinz Foods Company (U.S.)
• The Hein-Celestial Group (U.S.)
• Bellamy's Organic (Australia)

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Market Forecast:
The global fortified baby food is anticipated to be driven by the increasing health conscious people in developed economies. Also, the enhancement of livelihood among the consumers in developing economies is also significant factor for the growth of fortified baby food over the forecast period. Fortified baby food is also getting momentum due to the strong initiative of the World Health Organization (WHO) and Food & Agriculture Organization (FAO) for minimizing the chances of malnutrition.

Infant and toddlers need satisfactory amount of nutrition in their daily diet. So, there is an increasing demand of packaged baby food with proper nutritious value. For that, fortified baby food is turning into a best choice. Mother’s milk is the best source of nutrition for infants especially under the age of 6 months. But increasing working women population and changing lifestyle has resulted in increasing demand for ready to eat food products due to the time constraints for breast feeding and preparing homemade food products for infants.

Downstream Analysis:
Vitamin segment is estimated to account maximum market proportion during the forecast period of 2017 to 2023. Mineral segment is also estimated to register steady growth in the near future. In terms of product type, ready to feed baby product is estimated to retain its dominance over the reviewed period also register substantial growth. In terms of distribution channel, supermarkets & hypermarkets is likely to hold maximum market proportion during the forecast period.

Competitive Analysis:
Global natural [Fortified Baby Food Market]() is highly concentrated in Asia-Pacific. Asia-Pacific has massive potential for fortified baby food, as there is an increasing consumer awareness on the health benefits of fortified baby food coupled with the per capita disposable income is anticipated to fuel the sales of fortified baby food during the forecast period.

Regional Analysis:
The global Fortified Baby Food market is segmented into North America, Europe, Asia Pacific, and rest of the world (ROW). Among these, Asia Pacific region is expected to retain its dominance throughout the forecast period. This is attributed by the increasing per capita disposable income coupled with the high birth rate in developing economies like India, China, and Indonesia.

Especially China and India offer a lucrative opportunity in the Asia Pacific region for the fortified baby food manufacturers. Europe is also projected to witness a steady growth during the reviewed period. However, North America is estimated to be sluggish owing to the low birth rate in U.S. Latin American region is projected to show a high potential in the fortified baby food market due to the rising disposable income of some of the countries.

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Market Segmentation:
Global Fortified Baby Food market is segmented by nutrition type, product type, distribution channel and region

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