EINPRESSWIRE

France Baby Food 2017 Production, Segmentation, Consumption and Forecast 2017

PUNE, MAHARASHTRA, INDIA, May 16, 2017 /EINPresswire.com/ --

The Baby Food Market in France 2017

Summary

"The Baby Food Market in France 2017", is an analytical report by GlobalData which provides extensive and highly detailed current and future market trends in the French market.

GET SAMPLE REPORT @ https://www.wiseguyreports.com/sample-request/1271466-the-baby-food-market-in-france-2017

The number of births has been relentlessly downwards. The vast majority of families are able to afford commercially prepared baby food, but the financial crisis of 2008 has put incomes under pressure, fueling a trend towards home-made food. Although it remains the largest market in Western Europe and is highly sophisticated and segmented, the depressed economic situation has seen consumption of baby food drop by 14% between 2010 and 2016, and prices have fallen in real terms. The market is expected to continue performing better from 2017, but consumption is expected to increase by only 2.9% by 2022, as the number of births is likely to continue to fall. Retail sales may show some growth. Small increases in volumes of all sectors except baby drinks are expected.

What else does this report offer?

- Consumption data based upon a unique combination of industry research, fieldwork, market sizing work and our in-house expertise to offer extensive data about the trends and dynamics affecting the industry.
- Detailed profile of the companies operating and new companies considering entry in the industry along with their key focus product sectors.

- Market profile of the various product sectors with the key features & developments, segmentation, per capita trends and the various manufacturers & brands.
- Overview of baby food retailing with a mention of the major retailers in the country along with the distribution channel.
- Future projections considering various trends which are likely to affect the industry.

Scope

- In terms of volume, wet meals constitute the bulk of the French market, accounting for 56% of consumption in 2016. However, in terms of value, milks dominate, with 53% of retail sales.
- France is a major producer of baby milks, and has strengthened its position in recent years, following the elimination of milk quotas and strong and growing demand from China.
- Blédina (Danone) and Nestlé control the majority of baby food sales. Blédina leads, taking a 41% share of total value sales in 2016, while Nestlé accounted for 29%.
- Retail trends in the French baby food market changed dramatically in the early 1990s. Until the late 1980s, pharmacies played an important role in the supply of baby food, over which they enjoyed a near monopoly.
- The market is expected to continue performing better from 2017 onwards, building on the slightly more positive results of 2015 and 2016. However, during the period up to 2022, consumption is expected to increase by only 2.9%, as the number of births is likely to continue to fall, limiting the potential market for baby food.

Key points to buy

- Evaluate important changes in consumer behavior and identify profitable markets and areas for product innovation.
- Analyse current and forecast behavior trends in each category to identify the best opportunities to exploit.
- Detailed understanding of consumption by individual product categories in order to align your sales and marketing efforts with the latest trends in the market.
- Investigates which categories are performing the best and how this is changing market dynamics.

ACCESS REPORT @ https://www.wiseguyreports.com/reports/1271466-the-baby-food-market-in-france-2017

Table of Contents

Introduction
Executive Summary
Definitions
Background to the Market
Birth: Live Birth Rates

Live Births by Region
The Consumer
Socio-demographic Trends
Working Women
Regulations
Breastfeeding Trends
Market Overview
Market Overview
Manufacturers Shares

...CONTINUED

List of Tables

Table 1: Birth & Population Trends, 2006-2016
Table 2: Live Births by Region, 2012-2016
Table 3: Breakdown of Households by Wealth Situation, 2012
Table 4: Living Standards in France, Monthly Household Income, €, 2015
Table 5: Type of Food First given to Babies, 2013
Table 6: Types of Fruit Juice Consumed by Babies, 2013
Table 7: Marriage & Divorce Trends, 1995-2016
Table 8: Mean Age of Women at Childbearing, 1995-2016

List of Figures

Figure 1: Baby Food: Market Size, 2010-2016
Figure 2: Baby Food: Market Segmentation, 2016
Figure 3: Baby Food: Per Capita, 2010-2016
Figure 4: Baby Food: Manufacturer Shares, % Value, 2016
Figure 5: Baby Food: Manufacturer Shares by Sector, % value, 2016
Figure 6: Baby Milks: Sector Trends, 2010-2016
Figure 7: Baby Milks: Per Capita Expenditure & Consumption, 2010-2016
Figure 8: Baby Milks: Sector Segmentation, Value and Volume, 2010-2016

...CONTINUED

Norah Trent

Wise Guy Consultants Pvt. Ltd.
+1 (339) 368 6938 (US)/+91 841 198 5042 (IND)
email us here