

Fortified Baby Food Market is Estimated to Grow at a CAGR over 10.10% by 2023

Fortified Baby Food Market - by Nutrients Type (Minerals, Vitamins), Product Type (Ready To Feed Products), Distribution Channel and Region - Forecast to 2023

PUNE, MAHARASHTRA, INDIA, August 21, 2017 /EINPresswire.com/ -- Market Research Future published a Half Cooked Research Report on Global

[Fortified Baby Food Market](#) which is estimated to grow at a CAGR of 10.10% after 2023.

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Market Overview



Major Key Players are Danone SA (France), Nestle SA (Switzerland), Hero Group (Switzerland), Abbott Laboratories (U.S.), Kraft Heinz Foods Company (U.S.)”
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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 applications 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.

Competitive Analysis-

The major key players in the natural Fortified Baby Food ingredients market are

- 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)

Global Natural Fortified Baby Food Market is highly concentrated in Asia-Pacific. Asia-Pacific has massive potential for fortified baby food, as there is 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.

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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.

Access the market data and market information presented through more than 25 market data tables and 25 figures spread over 110 numbers of pages of the project report "Fortified Baby Food Market - Forecast to 2023"

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.

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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In order to stay updated with technology and work process of the industry, MRFR often plans & conducts meet with the industry experts and industrial visits for its research analyst members.

Akash Anand
Market Research Future
+1-646-845-9349 (US) / +44 208 133 9349 (UK)
email us here

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