

# Baby Food Sector in New Zealand Market 2017 – By Analyzing the Performance of Various Competitors

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## SUMMARY

WiseGuyReports published new report, titled "The Baby Food Sector in New Zealand"

"The Baby Food Sector in New Zealand 2017", is an analytical report by which provides extensive and highly detailed current and future market trends in the New Zealand market.

The baby food sector has grown by 27.2% in value terms between 2010 and 2016, although it has seen much lower volume growth (5%). Sales were held back by the fall in the number of births up to 2014, but have risen over the past two years.

Manufacturers have been able to exploit demand for baby food amongst slightly older infants. Premium products, including organic meals and pouch meals, have also met with some success and boosted value sales. New Zealanders display a high preference for local brands in their choice of food. In the case of baby food, a 2016 survey found that 62% of consumers preferred local brands to global brands, while for baby formula 57% preferred local brands, compared with 13% who preferred global brands. This is in contrast to many other parts of the world, where global brands are more trusted than local products. Although the number of births is projected to decline in 2017, the overall trend is expected to be upwards, which will have a strong positive influence on market development.

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.



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The Baby Food Sector in New Zealand

## Scope

- The baby food sector has grown by a quarter in value terms between 2010 and 2016, although volume growth has been much lower.
- Milks dominate, although their share has fallen since 2010, while wet meals have increased in importance. Cereals and finger foods represent a tiny proportion of sales.
- Sales of baby drinks have declined sharply and have entirely disappeared from the market over the last year or so.
- Danone and Heinz Wattie's lead the market and between them accounted for almost three-quarters of value sales in 2016.
- Baby food is sold through pharmacies and grocery outlets, but in recent years, the grocery channel has increasingly overshadowed pharmacies.
- Although the number of births is projected to decline in 2017, the overall trend is expected to be upwards, which will have a strong positive influence on market development.
- In the case of baby food, a 2016 survey found that 62% of consumers preferred local brands to global brands, while for baby formula 57% preferred local brands, compared with 13% who preferred global brands.
- Partial breastfeeding has made more progress and has risen at all stages: at six weeks, partial breastfeeding has increased from 18% in 2010 to 21% in 2015 and at six months from 36% to 41%. As a result, the number of non-breastfed babies has been declining.

## 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.

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