

# Organic Infant Formula Global Market Segmentation and key Players Analysis 2023

*Organic Infant Formula Industry Business & Investment Opportunity (2018 – 2023) Market Research Reports*

PUNE, INDIA, June 4, 2018 /EINPresswire.com/ -- Market Synopsis of the [Organic Infant Formula Market](#)

Globally, the market for organic infant formula is expected to grow at a CAGR of 14.1% during the forecast period (2017–2023). The infant formula is defined as a food formula constituted to feed babies under the age of 12 months. Infant formula is an artificially synthesized substitute for mother's milk. The organic infant formula is referred to as the infant formula which is manufactured abiding the regulations set by the government for the product to be natural and organic. For instance, in the U.S., the organic infant formula manufactured must meet the regulations set by the United States Department of Agriculture, the Agricultural Marketing Services, and the National Organic Program.

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The increasing disposable income across regions is one of the major factors influencing the growth of the organic infant formula market. With the rising disposable income, the consumer's willingness towards purchasing quality products has increased. Premiumization is one of the potential opportunities in the organic infant formula market which can lead to profitability attained by the manufacturers. Key players have a strong focus to make their organic infant formula "premium" to generate high revenues from the global market. Premiumization also creates product differentiation and marks the brand identity. Manufacturers are also identified to use this as a key marketing strategy to entrench consumer loyalty and expand their consumer base. Manufacturers in the organic infant formula market are found to target the developing countries to expand their business and strengthen their portfolio. Manufacturers are identified to be expanding their business majorly in Taiwan, the U.A.E., Saudi Arabia, India and Vietnam which are emerging markets at a global level.

## Key Players

The key players in the market include Abbott Nutrition Manufacturing Inc., Holle baby food GmbH, Bellamy's Organic Pty Ltd., Zuivelcoöperatie Frieslandcampina U.A., Beingmate Baby & Child Food Co., Ltd., Hain Celestial Group, Inc., and HiPP GmbH & Co. Vertrieb KG.

## Key Findings

- The global organic infant formula market is expected to reach USD 7.75 billion by 2023
- Regionally, Asia Pacific dominated the market and is projected to reach USD 3.99 billion by 2023 at a CAGR of 16.00% from 2017 to 2023 in terms of value
- Latin America is also considered to be one of the attractive markets for organic infant formula manufacturers and is projected to grow at a CAGR of 14.12% from 2017 to 2023
- The starting milk formula segment will dominate the organic infant formula market and is projected to reach USD 4.40 billion by 2023 at a CAGR of 14.74% in terms of value
- On the basis of formulation segment, the powdered formula segment dominated the organic infant formula market and is projected to reach USD 4.23 billion by 2023 registering a CAGR of 13.94% during the forecast period

## Geographic Analysis

### North America

- U.S.
- Canada
- Mexico

### Europe

- U.K.
- Germany
- France
- Italy
- Spain
- Rest of Europe

### APAC

- China
- India
- Japan
- Australia & New Zealand
- ASEAN Countries
- Rest of Asia Pacific

### RoW

- Latin America
- Middle East
- Africa

## Study Objectives of the Organic Infant Formula Market

- To study details of the organic infant formula market, by type, by formulation, by distribution channel, and by region during the forecast period
- To identify the market dynamics of the organic infant formula market by driver, restraint, opportunity, and challenge
- To analyze various factors such as value chain analysis and Porter's five forces model

- To provide historical and forecast revenue of the market segment with respect to North America, Europe, APAC, and RoW
- To provide strategic profiling of key players in the market, comprehensively analyzing their core competencies, and drawing a competitive landscape for the market
- To track mergers & acquisitions, strategic alliances, and new product developments of a specified company.

#### Intended Audience

- Manufacturers and distributors of organic infant formula
- Suppliers and traders of organic infant formula
- Government, associations, and industrial bodies

#### Description

- Infant formula
- Organic infant formula
- Infant nutrition
- Baby food
- Organic baby diet
- Toddler formula
- ...Continued

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