

Baby Food Market Size, Opportunity, Growth by Top Key Players Nestlé, Danone, Hero Group, Friesland Campina

Baby Food Market by Product Type, and Distribution Channel : Global Opportunity Analysis and Industry Forecast, 2021–2027.

PORTLAND, OR, UNITED STATES, March 11, 2022 /EINPresswire.com/ -- Traditionally, babies are fed with soft home cooked food, a practice that is still popular in underdeveloped and developing countries. However, growing urbanization and changing lifestyles have increased the demand for packaged [baby foods](#) in different societies and cultures. These foods are fed to babies between the ages of four to six months and two years. Growing awareness for nutrition, rise in organized retail marketing, urbanization paired with a significant increase in the count of working women population are key factors that boost the baby food market growth. Concerns related to food safety, falling birth rates, and the practice of feeding home cooked food to babies are the key restraints in this market.

The global baby food market size was valued at \$67.3 billion in 2019 and is projected to reach \$96.3 billion by 2027, growing at a CAGR of 6.0% from 2021 to 2027.

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Increasing urban population, changing lifestyles of individuals due to considerable rise in disposable incomes is the main factor that boost the overall growth of the global baby food market. In addition, increase population of women at workplace leaves less time for food preparation and breast-feeding the infants, in turn demands quality baby food for their baby. Packaged baby foods are popular in the urban areas, as they provide adequate amount of nutrition for infants.

Majority of parents prefer home-cooked baby food compared to packaged baby food for their infants. However, this trend has changed owing to the time constraints for food preparation due to increased participation of women at workplace and increasing concerns about the nutritional value of home-cooked food. Moreover, high price of the baby food products have restricted their adoption among middle-income groups. Furthermore, home-cooked food is preferred by consumers dual in the rural and isolated regions, due to lack of awareness about these products. However, promotional campaigns and affordable baby food products would lead to overall increase in the revenue generation of the market.

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Players in the market have adopted business expansion and product launch as their key developmental strategies to expand their market share, increase profitability, and remain competitive in the market. The key players profiled in the report include Nestlé, Danone, Perrigo Company Plc, Mead Johnson & Company LLC, Abbott Laboratories, Hero Group, Bellamy Organics, Hain Celestial Group, Campbell Soups and Friesland Campina.

Key benefits for stakeholders

The report provides quantitative analysis of the current baby food market trends, estimations, and dynamics of the market size from 2019 to 2027 to identify the prevailing baby food market opportunities.

Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders to make profit-oriented business decisions and strengthen their supplier-buyer network.

In-depth analysis and the market size & segmentation assist to determine the market potential. The major countries in each region are mapped according to their revenue contribution to the market.

The market player positioning segment facilitates benchmarking and provides a clear understanding of the present position of the market players in the baby food industry.

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