

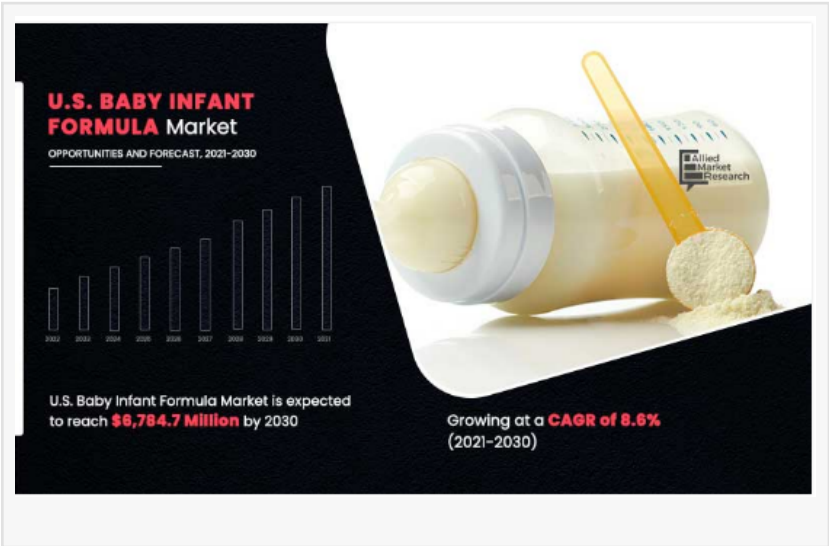
U.S. Baby Infant Formula Market Rising Trends, Demands and Business \$0.00 00000000 00 00000 | CAGR of 8.6%

High nutrition contents in baby infant formula, change in lifestyle, rise in middle-class population

PORTLAND, OR, US, October 21, 2022

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000000. Physician recommends infant formula as an alternative to breastmilk. As many working mothers resume their jobs shortly after giving birth, infant formula serves as a healthy and nutritious alternative that can be fed at convenience. Thus, increase in participation of women in labor force has led to rise in preference for infant formula for their babies. This acts as a key driving force of the baby infant formula market in the U.S. Furthermore, high nutrition contents in baby infant formula, change in lifestyle, rise in middle-class population, and increase in disposable income are expected to propel the market growth during the U.S. baby infant formula market forecast period.

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On the basis of point of sale (POS), the OTC segment holds the highest U.S. baby infant formula market share as over-the-counter (OTC) is the most popular POS because most of the babies are hypoallergenic and requires no special attention on consuming infant formula. As per the U.S. baby infant formula market forecast, the OTC segment is expected to dominate in the forthcoming years.

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The key players studied in the report are Abbott Laboratories, Arla Foods Amba, Aussie Bubs, Bobbie, Campbell Soups Company, Dana Dairy Group Ltd, Danone Sa, D-Signstore, Else Nutrition Holdings Inc, Hipp GmbH & Co. Vertrieb Kg, Holle Baby Food Ag, Kabrita Usa, Nature's One, Llc, Nestle S.A, Reckitt Benckiser Group Plc, And The Hain Celestial Group, Inc.

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Based on the distribution channel, the hypermarkets segment dominated the market due to the facilities provided to customers such as reasonable prices, conveniences, and availability of desired brands and products. Hypermarkets are the most popular place for buying things among the U.S. population. However, Pharmacy/medical stores segment is expected to be the fastest growing segment due to the unawareness about the ingredients in infant formula and issues related to baby food safety. Hence, parents' belief on doctors and pediatricians is high and this factor drives the growth of the pharmacy/medical stores segment.

Key Benefits For Stakeholders

- >The report provides a quantitative analysis of the current U.S. baby infant formula market trends, estimations, and dynamics of the market size from 2020 to 2030 to identify the prevailing 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 and segmentation assists to determine the prevailing U.S. baby infant formula opportunities.
- >The market player positioning segment facilitates benchmarking and provides a clear understanding of the present position of the market players in the U.S. baby infant formula industry.

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