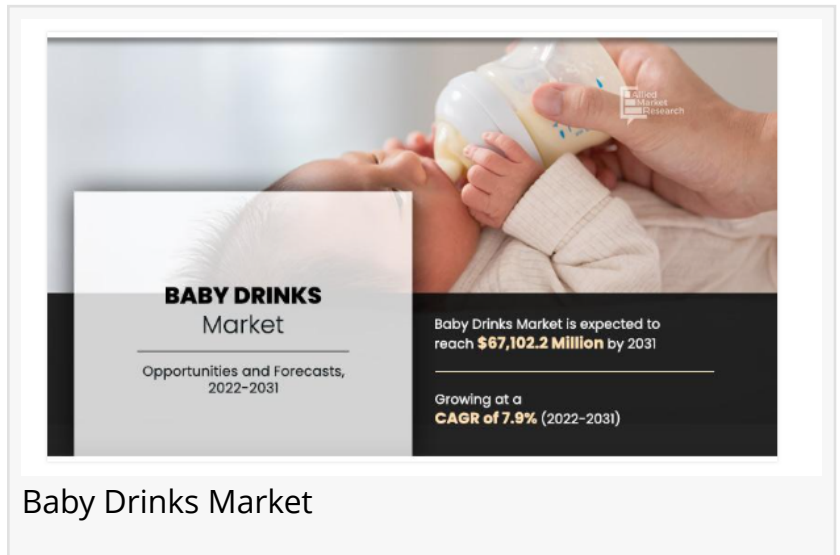


# Baby Drinks Market Will Gain Momentum By 2031 To Surpass \$67,102.2 million

*Increase in the number of working professionals, rise high nutrition content in baby drinks, change in lifestyle*

PORTLAND, OR, US, July 27, 2023

/EINPresswire.com/ -- According to the report published by Allied Market Research, the global [Baby Drinks Market](#) generated \$30.96 billion in 2021, is projected to reach \$67.10 billion by 2031, manifesting a CAGR of 7.9% from 2022 to 2031. The report offers an extensive analysis of changing market trends, value chain, top segments, top investment pockets, regional scenarios, and competitive landscape.



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Increase in the number of working professionals, rise high nutrition content in baby drinks, change in lifestyle, and increase in disposable income of people in the emerging economies drive the growth of the global baby drinks market. However, drop in the global birth rate and food safety concerns and hinders the market growth. On the contrary, the introduction of baby drinks, free from ingredients, such as added sugar, sodium, and preservatives, and use of certified organic milk in the infant formula create new opportunities in the coming years.

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The baby drinks market segments are on the basis of product type, application, distribution channel, and region. On the basis of product type, the market is segmented into infant formula, baby juice, and baby electrolyte. By application, the market is segmented into <6 months, 6-12 months, 12-36 months, and >36 months. By distribution channel, the industry are broadly classified into hypermarkets/supermarkets, pharmacy/medical stores, convenience stores, online channel, and others. Region wise, the market is analyzed across North America (the U.S.,

Canada, and Mexico), Europe (Germany, UK, France, Italy, Spain, and rest of Europe), Asia-Pacific (China, India, Japan, South Korea, Australia, and rest of Asia-Pacific), and LAMEA (Brazil, Argentina, Saudi Arabia, South Africa, and rest of LAMEA).

Based on region, Asia-Pacific held the highest share in 2021, contributing to around half of the total share, and is estimated to continue its dominant share in terms of revenue by 2031. However, the Europe region is expected to portray the fastest CAGR of 9.5% during the forecast period.

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According to the global baby drinks market trends, the players operating have adopted various developmental strategies to expand their baby drinks market share, increase profitability, and remain competitive in the market. The key players profiled in this report include, Abbott Laboratories, Arla Foods amba, Danone S.A., HIPPO GmbH & CO. VERTRIEB KG, NESTLE S.A., The Hain Celestial Group, Inc., Mead Johnson & Company, LLC, The Kraft Heinz Company, BOBBIE, and Holle Baby Food AG.

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Based on product type, the infant formula segment held a major share in the global baby drinks market in 2021, accounting for more than 90% of the market, and is anticipated to continue its led share during the forecast period. However, baby electrolyte and baby juice segments are expected to witness the highest CAGR of 9.1% from 2022 to 2031.

The market is driven by factors such as high nutrition content in baby drinks, change in lifestyle, rise in middle-class population, and increase in disposable income of people in the emerging economies, such as India, China, Indonesia, and others. These factors provide baby drinks market opportunities for growth.

Presently, consumers have become more health-conscious and prefer minimally-processed foods and natural drinks for their babies. Thus, the introduction of baby drinks, free from ingredients, such as added sugar, sodium, and preservatives is expected to provide potential opportunities for manufacturers of baby drinks. The manufacturers are focused on organic contents by removing the genetically modified ingredients (GMOs), synthetic pesticides, and fertilizers, in the feeds of cows. Thus, the milk used in the infant formula is certified as organic, which is anticipated to further fuel the growth of the market.

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