

# U.S. Baby Infant Formula Market is Booming and Predicted to Hit \$6,973.7 million by 2032, at 5.7% CAGR

*Rise in number of women participation in labor force and high nutritional content of infant formula drive the growth of the U.S. baby infant formula market.*

PORTLAND, OR, US, November 6, 2023 /EINPresswire.com/ -- Rise in number of women participation in labor force and high nutritional content of infant formula drive the growth of the [U.S. baby infant formula market](#). However, government initiatives to promote

breastfeeding and concerns regarding food safety hinder the market growth. On the contrary, preference toward organic baby food & drinks, extensive research on prebiotics and probiotics in baby food, and developments in technology resulting in emergence of new products are expected to open lucrative opportunities for the market players in the future.

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In 2022, on the basis of type, the infant milk is segment was the highest contributor to the U.S. baby infant formula industry, in terms of value.”

*Allied Market Research*

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Breastfeeding is not always possible for working moms; hence, baby formula serves as a viable substitute for newborns as its composition is similar to that of breast milk. Nucleotides are components of infant formulae that are required for metabolic functions such as the

breakdown of energy and enzymatic reactions. These nucleotides serve as the building blocks for DNA and RNA, which are required for regular physiological activities. Furthermore, iron-rich infant formula aids in the prevention of anemia.



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The U.S. baby infant formula market is segmented into type, ingredient, distribution channel, and source. Depending on type, the market is segregated into infant milk, follow-on-milk, specialty baby milk, and growing-up milk. On the basis of ingredient, it is fragmented into carbohydrate, fat, protein, minerals, vitamins, and others. By distribution channel, it is categorized into hypermarkets, supermarkets, pharmacy/medical stores, specialty stores, hard discounter stores, and others. By source, it is categorized into regular, organic, milk with HMO, goat milk, plant-based formula, and others.

By distribution channel, the pharmacy/medical stores segment is estimated to register the highest CAGR of 6.6% during the forecast period, due to unawareness about the ingredients in infant formula and issues related to baby food safety. However, the hypermarkets segment held the largest share in 2019, contributing to nearly one-third of the U.S. baby infant formula market, owing to strong economic growth, increase in disposable income, change in demographic profile, and consumer inclination toward infant health.

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Abbott Laboratories  
Bobbie  
Arla Foods  
Dana Dairy Group, Ltd.  
Campbell Soups Company  
D-Signstore  
Danone S.A.  
Hipp GmbH & Co. Vertrieb KG  
Else Nutrition Holdings, Inc.  
Kabrita USA  
Nature's One, LLC.  
Holle Baby Food AG  
Reckitt Benckiser Group Plc.  
Nestle S.A.  
The Hain Celestial Group, Inc.

The U.S. market is witnessing an increase in demand for natural and organic baby formula products. Parents are showing a growing interest in purchasing products made from natural, organic materials that are free of chemical stabilizers, additives, and other chemicals. The potential health risks linked to exposure to chemicals and synthetic compounds are increasingly being brought to the attention of parents. Concerns about long-term effects of chemical

exposure, especially for growing infants, are shared by many parents.

By type, the infant milk segment dominated the market in terms of revenue in 2019, accounting for nearly three-fifths of the U.S. baby infant formula market, as it is specially designed to meet the growing needs of babies under six months of age, who are not breastfed or partially breastfed. However, the growing-up milk segment is projected to portray the highest CAGR of 6.5% from 2021 to 2027, owing to rise in introduction of growing-up milk in diets of young children.

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By point of sale, the OTC segment held the largest share in 2019, accounting for more than two-thirds of the U.S. baby infant formula market, as most of the babies are hypoallergenic and require no special attention with the consumption of infant formula. However, the prescription-based segment is estimated to register the highest CAGR of 6.4% during the forecast period, owing to the unawareness regarding the ingredients and their health effects.

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In 2022, on the basis of type, the infant milk is segment was the highest contributor to the U.S. baby infant formula industry, in terms of value.

According to the U.S. baby infant formula market analysis, on the basis of ingredients, carbohydrate segment generated the highest revenue in 2022, and is likely to grow at a CAGR of 5.6% during the forecast period.

According to the U.S. baby infant formula market trends, on the basis of distribution channel, the hypermarkets segment garnered the highest revenue in 2022, and is estimated to grow at a CAGR of 5.2% during the forecast period.

According to the U.S. baby infant formula market demand, on the basis of source, the regular segment was the major revenue contributor in 2022, and is estimated to grow at a CAGR of 5.0% during the U.S. baby infant formula market forecast period.

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Asia-Pacific Baby Infant Formula Market - <https://www.globenewswire.com/en/news-release/2020/03/17/2001989/0/en/Asia-Pacific-Baby-Infant-Formula-Market-to-reach-26-8-billion-by-2026-Says-Allied-Market-Research.html>

Baby Drinks Market - <https://www.globenewswire.com/en/news-release/2022/03/14/2402706/0/en/Global-Baby-Drinks-Market-to-Generate-67-10-Billion-by-2026-Says-Allied-Market-Research.html>

Infant Nutrition Market - <https://www.prnewswire.com/news-releases/infant-nutrition-market-to-reach-61-6-bn-globally-by-2026-at-7-7-cagr-allied-market-research-301107444.html>

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