

Infant Nutrition Market Sets New Record, Projected at USD 95.5 billion By 2032 at 7.7% CAGR: AMR

Demand for infant nutrition is higher in the emerging countries, as they are equally growing in terms of disposable and population.

PORTLAND, OR, US, November 22, 2023 /EINPresswire.com/ -- [Infant Nutrition Market](#) by Product Type (Follow-on Milk, Specialty Baby Milk, Infant Milk, Prepared Baby Food, and Dried Baby Food), Form (Solid and Liquid), and Distribution Channel (Hypermarket/ Supermarket, Convenience Stores, Pharmacy, Online, and Others): Global Opportunity Analysis and Industry Forecast, 2018-

2026" According to the report, the global infant nutrition industry was estimated at \$34.2 billion in 2018, and is expected to hit \$61.6 billion by 2026, registering a CAGR of 7.7% from 2019 to 2026.



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Rise in awareness on adequate nutrition, increase in disposable income, and innovative packaging to influence buying behavior drive the growth of the global infant nutrition market”

Allied Market Research

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The number of women as a part of the labor workforce has increased over the past few years due to rise in literacy rate. The ratio is estimated to increase in the near future, owing to the supportive government policies. The infant nutrition products offer parents the convenience to lessen their time in manual preparation of baby foods and simultaneously take care of the babies, which is expected to boost the market growth during the infant nutrition

market forecast period.

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- Arla Foods Amba
- Campbell Soups
- Dana Dairy Group Ltd
- Abbott
- Danone
- Nestle S.A.
- Reckitt Benckise (Mead Johnson & Company LLC)
- Perrigo Company Plc
- Heinz Baby
- Gujarat Co-operative Milk Marketing Federation Ltd. (GCMMF)

Continuous innovation in product functionality and performance along with coherent strategies such as tailored packaging, which reflect the healthy ingredients of the baby food products allow major players in the market to sustain in the consumer-centric market. Moreover, attractive & convenient packaging acts as a key selling point for leading manufacturers. As a result, prominent players in the market have introduced baby food in a variety of packaging formats, including, but not limited to stand up pouches, glass & plastic containers, and cans, which helps increase the companies' infant nutrition market share.

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Rise in awareness on adequate nutrition, increase in disposable income, and innovative packaging to influence buying behavior drive the growth of the global infant nutrition market. In addition, the busy lifestyle of consumers have fueled the growth of the market. On the other hand, increased breastfeeding due to government initiatives hamper the growth of the market. Nevertheless, organic baby food and prebiotic and probiotics in baby food are expected to create lucrative opportunities in the near future.

Depending on the product type, the infant milk segment dominated the market in 2022, garnering around two-fifth of the market share according to the infant nutrition market analysis; moreover, the prepared baby food segment is expected to grow at the highest CAGR of 8.6% from 2023 to 2032. In addition, special attention is given to the fat equivalents in newborn milk to mimic HMF counterparts since human breast milk (HBM) is supposed to be replaced by it. To improve infant milk digestion and fat and mineral absorption, the current trend in the newborn nutrition industry is to produce fat analogues by integrating palmitic acid in fatty acids through a lipase-catalyzed reaction.

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Based on distribution channel, the hypermarket/supermarket segment accounted for around two-fifths of the global infant nutrition market share in 2018, and is anticipated to rule the roost during the study period. This is owing to the availability of broad range of consumer goods under a single roof, ample parking space and convenient operation timings. In addition, the increase in urbanization, rise in working class population, and competitive pricing augment the growth of the segment. On the other hand, the online segment is anticipated to manifest the fastest CAGR of 10.2% from 2019 to 2026. The increase in penetration of various online portals in developing regions and the rise in number of offers and discounts have augmented the growth of the segment.

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By product type, the infant milk segment is estimated to witness significant growth, registering a CAGR of 8.0% during the forecast period.

According to form, the solid baby food segment is anticipated to grow at a CAGR of 7.7% during the forecast period.

As per distribution channel, the offline segment is estimated to witness significant growth, registering a CAGR of 7.6% during the forecast period.

By region, Asia-Pacific was the dominant region in 2022, occupying a major share of the market.

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