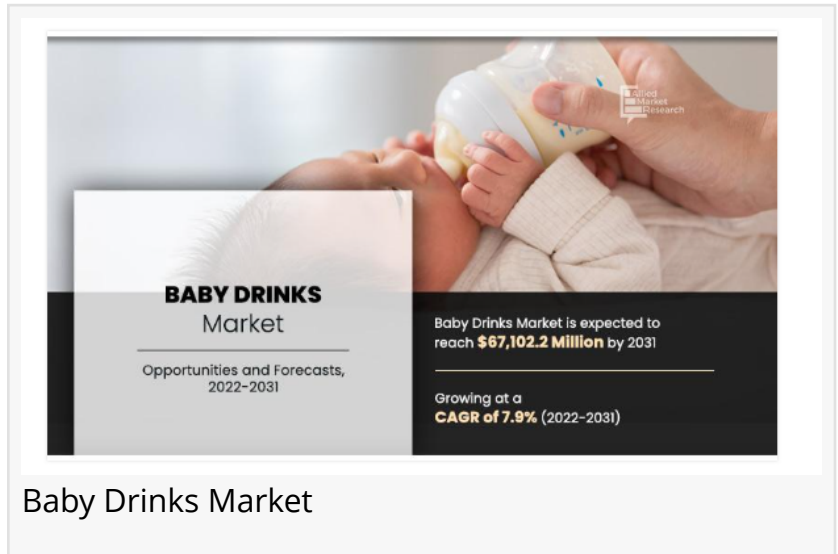


Baby Drinks Market Size & Share Surpass \$67,102.2 million By 2031, Evolving at a CAGR 7.9%

The baby drinks market segments are on the basis of product type, application, distribution channel, and region.

PORTLAND, OR, US, December 6, 2023 /EINPresswire.com/ -- 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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The report offers detailed segmentation of the global baby drinks market based on product type, application, distribution channel, and region.

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Baby drinks comprise infant formula, baby juice, and baby electrolyte, which are consumed by infants and toddlers. The infant formula segment accounts for the highest share in the baby drinks market. Infant formula products contain the necessary nutrients and vitamins, which are necessary for the growth and development of the baby. Physicians recommend the use of infant formula as an alternative to breastmilk. Babies can be fed at convenience, which makes it easier for working mothers.

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.

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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.

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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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.

In terms of value, Asia-Pacific and LAMEA collectively contributed approximately half share of the global market in 2021. Developing countries, such as Brazil, India, and China display a huge growth potential for this market on account of high consumption of baby drinks product in these countries to cater the market demand by nursing mothers.

Leading Key Players

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., HIPP 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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Key Findings Of The Study

On the basis of baby drinks market analysis for region, Asia-Pacific accounted for the largest revenue share of the global market, registering a significant CAGR from 2022 to 2031, followed by North America.

On the basis of baby drinks market trends in 2021, the 12-36 month, application segment accounted for approximately 50% share, in terms of value, and is expected to grow at the highest CAGR of 7.4% during the forecast period.

North America is anticipated to grow at the highest CAGR of 8.6% from 2022 to 2031 in the baby drinks market forecast period.

In 2021, the U.S. generated the highest revenue, accounting for approximately 20% share of the global baby drinks industry.

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