Baby Infant Formula Market Projected to Reach $56.6 billion by 2031, Fueled by Growing Demand for Food Industry

Breastfeeding is not always possible for mothers working outside homes; thus, infant formula is an appropriate alternative for the infant.

Baby Infant Formula Market 2031

WILMINGTON, NEW CASTLE, DELAWARE, UNITED STATES, March 5, 2024 /EINPresswire.com/ -- baby infant formula market size was valued at $25.5 billion in 2021, and is projected to reach $56.6 billion by 2031, growing at a CAGR of 8.1% from 2022 to 2031.

Baby infant formula comprises infant milk, follow-on milk, specialty baby milk, and growing-up milk designed for infants' and toddlers' consumption. Infant milk contains the necessary nutrients, minerals, and vitamins for the normal development of the baby. Physicians recommend infant formula as an alternative to breastmilk, as it can be fed anywhere and at any time, which makes it convenient for working mothers. Many working mothers return to their jobs shortly after giving birth. Thus, infant formula can be fed at convenience and provides a healthy & nutritious alternative.

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Most of the working mothers return to their jobs shortly after their delivery. Breastfeeding is not always possible for working mothers due to lack of time and inconvenience. Infant formulas provide an appealing alternative for working mothers, thus fulfilling their requirement for healthy and nutritious food with their need for convenience. Moreover, the infant formula segment accounted for the highest share in the market. Breastfeeding is not always possible for mothers working outside homes; thus, infant formula is an appropriate alternative for the infant as its composition is similar to that of breastmilk.

Advantages:

Essential Nutrition: Ensure your baby receives the nutrients they need for proper growth and development with our specially formulated infant milk. Packed with vitamins, minerals, and essential fatty acids, our formulas are designed to support healthy bone development, brain function, and immune system strength.

Convenience for Busy Moms: For mothers returning to work or juggling busy schedules, infant formula offers a convenient and reliable feeding option. With the flexibility to feed anywhere, anytime, moms can rest assured knowing their baby is receiving the nourishment they need, even when they're away.

Pediatrician Recommended: Trusted by healthcare professionals, our infant formulas are recommended as an alternative to breastmilk for babies who may not be able to breastfeed or for mothers who choose not to breastfeed. Rest easy knowing that your baby is getting the best start in life with our carefully crafted formulas.

Supporting Healthy Families: We understand the importance of supporting working mothers and families in their parenting journey. Our commitment to providing nutritious and convenient infant formula allows mothers to continue providing the best care for their little ones while managing their other responsibilities.

The baby infant formula market growth shows high growth potential in Europe and LAMEA region. The LAMEA baby infant formula market is expanding due to rise in consumer buying power and economic growth in nations such as Brazil and Argentina. The Asia-Pacific baby infant formula market analysis held the major share in 2021. Asia-Pacific is one of the most varied and vibrant markets globally. However, on the other side, concerns related to food safety is rising among consumers. Infant formula is an overly sensitive food product, as it is a substitute to breastmilk and is added to the diet of infants for their proper development. Cases related to adulteration of infant formula have been reported across the globe. Thus, the concerns related to the safety of baby infant formula act as the major restraint to the market growth.

Global Key Players:

Abbott Laboratories,

Arla Foods amba,

Campbell Soups,

Dana Dairy Group Ltd,

Danone,

D-Signstore,

HiPP GmbH & Co.

Vertrieb KG,

Reckitt Benckiser (Mead Johnson & Company LLC),

The Hain Celestial Group, Inc.,

The Kraft Heinz Company,

Reckitt Benckiser Group plc,

Royal Friesland Campina N.V.,

bellamy's organic,

Nestle S.A.,

yili group.

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The baby infant formula market forecast is segmented on the basis of type, ingredient, distribution channel, and region. By type, the market is classified into infant milk, follow-on milk, specialty baby milk, and growing-up milk. By ingredient, the market is divided into carbohydrate, fat, protein, minerals, and vitamins. By distribution channel, the market is categorized into online and offline. The offline segment is classified into hypermarkets & supermarkets, pharmacy/medical store, specialty stores, and hard discounter store. Region wise, it is analyzed across North America (U.S., Canada, Mexico), Europe (UK, Germany, France, Italy, Spain, Turkey, Russia, and rest of Europe), Asia-Pacific (China, India, South Korea, Japan, Philippines, Indonesia, and rest of Asia-Pacific), and LAMEA (Brazil, Argentina, South Africa, Saudi Arabia, UAE, and rest of LAMEA).

By type, the market is classified into infant milk, follow-on milk, specialty baby milk, and growing-up milk. The infant milk segment accounted for a major share in the baby infant formula market in 2021 and is expected to grow at a significant CAGR during the forecast period. The demand for infant milk is rising as it is specially designed to meet the growing needs of babies under six months of age. Moreover, various infant formula manufacturers are looking at synthesizing oligosaccharides, a complex carbohydrate found in human milk, which could be added to infant formulas. This may open new baby infant formula market opportunities for the manufacturers, thereby propelling the market growth.

By ingredient, the market is divided into carbohydrates, fat, protein, minerals, and vitamins. The carbohydrate segment accounted for a major baby infant formula market share in 2021 and is expected to grow at a significant CAGR during the forecast period. Carbohydrates are an infant's main fuel source, and essential for proper growth and development. Offering infants healthy, nutrient-dense carbohydrates is expected to optimize their growth and maintain a healthy body weight. The demand for carbohydrates in baby infant formula is rising as carbohydrates are an important source of energy for growing infants, as they account for almost 40% of their daily energy intake.

By distribution channel, the market is bifurcated into online and offline. The offline segment accounted for a major share in the baby infant formula market in 2021 and is expected to grow at a significant CAGR during the forecast period. Hypermarkets and supermarkets, pharmacy/medical store, specialty stores, and hard discount stores all fall within the offline section. Most localities have a few modest trade lines that house retail establishments, which are often tiny retailers. Such stores are more common in underdeveloped countries with low hypermarket/supermarket penetration rates.

The offline segment is further classified into hypermarkets & supermarkets, pharmacy/medical store, specialty stores, and hard discounter store. The hypermarkets and supermarkets segment accounted for a major share in the baby infant formula market in 2021 and is expected to grow at a significant CAGR during the forecast period.

KEY FINDINGS OF THE STUDY

By Type, the infant milk segment was the highest revenue contributor to the market in 2021 and is expected to grow at a significant CAGR during the forecast period.

By Ingredient, the carbohydrate segment was the highest revenue contributor to the market in 2021 and is expected to grow at a significant CAGR during the forecast period.

By Distribution Channel, the offline segment was the highest revenue contributor to the market in 2021 and is expected to grow at a significant CAGR during the forecast period.

By Region, the Asia-Pacific region was the highest revenue contributor to the market in 2021 and is expected to grow at a significant CAGR during the forecast period.

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