

Infant Milk Formula - China - April 2015

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“There is a large portion of mums who tend to focus on combining infant milk powder products with other products for an optimal baby diet. Moreover, close relatives and online consumer reviews are regarded as more trustworthy than product experts in influencing the purchasing decisions of certain brands through certain channels.”

Esther Lau, Research Analyst

This report looks at the following areas:

- What are the key drivers and challenges in the Chinese infant milk formula market?
- What are the new product trends for infant milk formula in the Chinese and international market?
- How can infant milk formula products be customised through ingredients and claims to appeal to different types of mothers?
- How can infant milk formula brands integrate multiple retail channels as marketing differentiators to create a competitive advantage?

When it comes to infant milk formula, the Chinese market has recently been booming and gathering pace. In particular, there are opportunities to target first-time mothers, who aren't yet brand loyal and require an education on the deep nutritional benefits of certain baby products. This contrasts with mothers with multiple children (repeat buyers), who already have experience in buying these products and are harder to convert if they're already brand loyal.

There are also lucrative opportunities for infant milk formula brands to cross-sell with other baby supplementary foods, and to resonate their brand messaging with older generation Chinese family members, who are typically the key influencers in purchasing decisions.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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From awareness to purchase intention

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