

Baby Food - China - July 2013

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"The lucrative opportunities within the baby formula segment are attracting the attention of both international brands and domestic companies. As the competition intensifies, manufacturers should look for opportunities to meet consumers' potential future needs to give them an advantage over the competition."

– Laurel Gu – Senior Research Analyst

This report looks at the following areas:

- What is the current status and trends of the baby food market in China and what are drivers of and barriers to growth?
- Who are the leading and upcoming companies in the market and what are their strengths and areas of opportunities?
- What are Chinese mums' usage behaviour and attitudes towards baby food?
- What future opportunities does the potential rebound of the breastfeeding rate in China offer, and how should baby food manufacturers react to grab opportunities to drive growth?
- Where are the key areas for business growth within the supplementary baby food segment in China and how can manufacturers capitalise on the opportunities for innovation?
- What are the implications of the newly issued government regulation on baby formula and what opportunities does it bring to domestic baby food manufacturers, for them to be able to compete with the leading international companies?

The China baby food market has been growing rapidly in the past five years and sales are expected to continue increasing but at a slower rate as the baby formula segment gradually reaches maturity. Meanwhile the supplementary baby food segment still has a lot of room for development, with future growth supported by rising incomes as well as the growing emphasis Chinese consumers place on food quality.

The supplementary baby food segment is underdeveloped in China and there are a lot of market opportunities for manufacturers. Learning from product innovation in both domestic and overseas markets could help supplementary baby food companies more effectively identify gaps in the market.

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