“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.

DID YOU KNOW? This report is part of a series of reports, produced to provide you with a more holistic view of this market
Chinese infant milk formula market continues to grow at a steady pace

Companies, brands and innovation

Brain and nervous system top claims across different stages of infant milk formula

Vegetable based has outperformed other ingredient claim

The consumer

Infant formula milk powder outperform other packaged dairy drinks

International brands appear superior

Specialised mother care and baby care stores remain the top retail channel

Difference between younger and older generations is huge

Strengthening immunity and nutritional intake are key words

Recommendations from peers vs professionals

What we think

Love of 100% imported infant milk formula gives competitive edge to specialised baby care e-commerce platforms

The facts

The implications

Premiumisation scope for growing up formula – Specification gathers pace

The facts

The implications

Tailoring for Chinese babies is a selling point to the older generations

The facts

The implications
Bridging infant milk formula with other supplementary food and drinks

The facts

The implications

Trend Application

Trend: Make it Mine
Trend: Influentials
Trend: Guiding Choice

Market Size and Forecast

Key points

Chinese infant milk formula market continues to grow at a steady pace

China tops the list of infant milk formula consumption globally

Market drivers

The rise of overseas travel and booming e-commerce platforms has driven high quality imported goods
Increasing partnerships with international dairy manufacturers to share milk sources and production plants

Market barriers

Tighter regulations on infant formula milk
Low priced infant milk formula has reshaped consumer attitudes

Forecast methodology

Market Share

Key points

The need for infant milk gives international companies the lead

Who’s Innovating?

Key points

The overall NPD in baby food and drinks market

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Mead Johnson
Danone
Beingmate

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