

Infant Milk Formula - China - April 2016

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“Faced with upcoming tougher regulations and increasingly intense market competition, companies and brands need to find new approaches to communicate with consumers as well as drive sales.”

– Yujing Li, Senior Research Analyst

This report looks at the following areas:

- Have IMF products been over-marketed in China?
- How to promote organic IMF products to Chinese consumers?
- “Mimic breast milk” is a future trend for IMF products

The IMF (Infant Milk Formula) industry in China is going through changes. The upcoming tougher regulations will pose challenges for both international and domestic brands. Companies and brands need to find new approaches to communicate with consumers as well as sell products.

This Report provides analysis on the behaviour of current IMF product consumers. It goes into detail to understand which factors will drive consumers to purchase one product over another and what reasons will push consumers to switch products. In the meantime, Chinese mums’ awareness towards IMF product ingredients and their functions are also investigated in this Report.

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DID YOU KNOW?

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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