

## Infant Milk Formula - China - May 2018

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“As more and more brands have passed formula registration, the IMF market will see a more stabilised situation. Seeking new solutions to enhance competitiveness on online channels becomes crucial. When considering premium products, practical benefits such as nutrition are always the major criteria.”

**- Cheryl Ni, Research Analyst, Food & Drink**

This report looks at the following areas:

- Opportunity of upgraded offerings on e-commerce platforms
- Adjust nutrition content to avoid over-consuming
- The positioning of liquid formula milk

In 2017, domestic brands enjoyed a harvest year, eating away some of foreign brands' share within the IMF (infant milk formula) category. However, the market volume did not grow at the high speed that most expected due to the decreasing numbers of new born babies in the country.

This Report contains analysis on consumers' purchase channel of IMF, their source of information, as well as their attitudes towards premium products. There is also discussion on parents' consideration factors behind product switch.

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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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### Appendix – Methodology, Definition, and Abbreviations

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