

## Baby Nutrition - China - May 2019

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“Although facing a declining birth rate, the total baby nutrition market still maintains steady growth, mostly driven by a strong desire to trade up. Just as parents are sometimes struggling with contradictory opinions on baby feeding, their determination to continue learning and sharing relevant knowledge is also strong.”

– Cici Wu, Research Analyst

This report looks at the following areas:

- Advocate gut health but avoid homogeneous competition
- Assuming more active role in relieving parents' bewilderment
- More baby food categories can tap into on-the-go occasions

With poor digestion and malnutrition concerning the highest number of parents, products claiming gut health or fortified nutrition are in high demand. Other functional benefits such as on-the-go convenience and serving training purposes are also sought-after product features of baby nutrition products. Although occupying a minor share of baby nutrition right now, baby health supplements have potential to continue current growing momentum, likely through more efforts being made by manufacturers in communicating their functions and necessities.

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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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