

Infant Milk Formula - China - March 2019

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"In the post registration era, leading players are gaining bigger market share with unqualified players being squeezed out. Big SKU strategies have also helped established brands strengthen winning positions by concentrating resources on research and marketing."

- Cici Wu, Senior Research Analyst

This report looks at the following areas:

- Strategy pivot in response to decreasing birth rate
- Special formula serving rising number of babies diagnosed with allergies
- Solid control of upstream resources can help win the premium sectors

Although a declining birth rate sounds alarm bells for IMF demand, willingness to trade up to more premium products is strong, especially when parents are keen on selecting IMF that best fits their babies' physical condition and are still demanding a longer list of fortified nutrition. Premium sectors like organic, goat as well as special formula are expected to witness promising growth.

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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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