

Infant Milk Formula - China - March 2017

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“Premium IMF products will become the focus of leading companies who complete the registration of formulas. Adapting to the evolving distribution channels will be one of the key business growth drivers. Brands should find the right way to communicate with mums, probe into their needs in real life, and provide them with solid proof of the advantages of products.”

– Cheryl Ni, Research Analyst, Food & Drink

This report looks at the following areas:

- Respond to the rising breastfeeding trend by targeting pregnant/lactating mums
- How can brands appeal to inexperienced mums?
- Leverage the impact of milk source

The price war of the IMF (infant milk formula) market in China in 2016 had negative influence on the market value. Until being issued the certification from CFDA (China Food and Drug Administration), the survival of any brand's existing product lines remains uncertain. Companies and brands will need to invest more in research and development to back up products with solid reasons to believe.

This Report contains analysis on consumers' usage of IMF and breast milk, as well as their attitudes towards breastfeeding. There is also discussion on consumers' triggers for buying niche products, and on their perceptions of different milk sources.

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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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