

Baby Supplementary Food - China - October 2017

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“Baby biscuits and snacks are well embraced by parents among the baby supplementary food category, which makes them perfect entry products to attract potential users. It is important to emphasise the naturalness of packaged baby food, while products designed for developing babies’ skills are important for babies aged 4-6 months.”

– Cheryl Ni, Research Analyst: Food & Drink

This report looks at the following areas:

- Opportunity for baby’s drinking water
- Convince parents with higher educational level
- How can packaged baby foods fill the gaps where homemade foods do not fit in?

The baby supplementary food category maintains growth, which is mainly driven by trading up. The positive impact from the increase of the newborn population will lead to further development of the category in the near future. More varieties of imported products available in the market are elevating consumers’ understanding of the category, pushing forward the level of sophistication.

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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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