

## Baby Foods - China - September 2012

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"China's baby food market expanded at a compound annual growth rate (CAGR) of 23.1% from 2008-12 to reach a forecast market value of RMB112.2 billion, while volume CAGR rose at 18.6% from 2008-2012, growing to an estimated 0.8 million tonnes. Value grew faster than volume as consumers have increasingly traded up to higher priced products, particularly foreign brands, to allay their fears over baby food scares, which continue to plague the sector. Manufacturers are also increasingly raising prices, which they claim are justified by the use of imported milk ingredients, better fortification and nutritional ingredients and input cost pressures such as milk and labour.

- Tan Heng Hong - Senior Research Analyst

### In this report we answer the key questions:

- How can local companies compete with foreign peers given consumers' poor safety perceptions of local milk powder?
- What are the prospects for goat's milk powder and organic milk powder?
- Given the domination of milk in the baby food sector, how can the usage of non-formula packaged baby food be increased?
- With rising internet penetration among mothers, how can marketers improve their digital engagement to target this group of net-savvy consumers?

This market comprises packaged dry and liquid products designed specifically for babies/infants. It includes milk and other drinks, biscuits/rusks, cereals, fruit & vegetable foods and other solids. Market value and volume comprises sales through all retail channels including direct to the consumer. The market includes any product specifically for babies, which can also be used for infants and even children up to the age of seven.

The report features four sections and an Appendix. The Appendix has the full market size, segmentation, share data, all consumer data tables (including demographics), brand and company product data used in the report, macroeconomic and country data. The four sections tackle the major issues that are challenging and impacting the market, and assess how the market will evolve over the next five years.

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