

## Baby Supplementary Food - China - September 2015

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“Emphasising naturalness and purity, harnessing the benefit of organic ingredients, and expanding more eating occasions with convenient and complementary nature are all possible ways to boost the usage of baby supplement food in China.”

Esther Lau, Research Analyst

### This report looks at the following areas:

- What are the key drivers and challenges in the Chinese baby supplementary food market?
- What are the common traits of the evolving packaged baby supplementary food users?
- How can baby supplementary food products customise through nutritional benefits and ingredients for different types of mothers?
- What are the trends in baby supplementary food globally?
- How can brands innovate in product claims more effectively?

### Definition

This market comprises packaged dry and liquid products (excluding infant milk formula products) designed specifically for babies/infants. Market value and volume comprises sales through all retail channels including direct to consumer.

### Biscuits & Rusks:

this subcategory is for all biscuits, rusks and crackers positioned for babies and toddlers.

### Cereals:

these products are often a baby's first introduction to solid food and are commonly in powdered format but may also be ready to eat in jars or pots. Breakfast cereals marketed to babies, are also categorised here. The segment includes semolina, porridges and creamed rice.

### Fruit Products, Desserts & Yogurts

: products in this subcategory include single fruits purées, multi fruits purées, fruit and cereal combinations, milky desserts, yogurts as well as fruit pieces specified for babies & toddlers.

### Juices & Drinks:

beverages for babies in all formats (including beverage mixes and concentrates). Includes fruit juices and fruit and cereal drinks, as well as drinks that claim to also be a meal. Milk drinks and formulas should be categorised under the relevant formula and growing up milk subcategories.

### Other Baby Food:

this category includes food items designated for babies and toddlers that do not fall into the other subcategories. This includes products such as cheese for babies, individual sauces for pasta and separate pasta items, as well as dressings for babies. Excludes products intended to treat dehydration or medical conditions (these fall under healthcare products).

### Savoury Meals & Dishes:

these products range from vegetable purées, soups, meat preparations, mixed vegetable purées, vegetarian menus (complete meals), complete vegetable meals with meat or fish and all other complete meals.

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Snacks:  
items positioned as snacks for babies belong under this subcategory unless they are items that call themselves snacks but are actually puddings, biscuits, etc. While this subcategory includes fruit flavoured snacks, snacking fruit should be categorised under Fruit Products, Desserts & Yogurts.

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Correspondence analysis is a statistical visualisation method for picturing the associations between rows (image, attitudes) and columns (brands, products, segments, etc.) of a two-way contingency table. It is generally used to display information in a complex crosstab (eg attitudes related to a certain product or images consumers associate with a brand) in a joint space that is easy to understand by simply interpreting proximities. The significance of the relationship between a brand or product for instance and its associated image is measured

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