India Baby Food Market Forecast and Opportunities, 2019

Description: The demand for baby food in India is witnessing a continuous increase due to rising awareness among parents to adequately fulfil the nutritional requirements of their babies. Though the demand for baby food is comparatively a lot higher in developed countries as compared to developing nations, the market is witnessing increasing demand due to increasing purchasing power of the consumers and busy lifestyle of working women that restricts them to cook food for their babies at home. The baby food market in India is highly organized and predominantly dominated by a single player, Nestle. Other major players operating in India include Abbott Nutrition, Nutricia, Raptakos, Amul, Pristine Organics, British Life Sciences, Mead Johnson, Babyvita and Manna Foods.

According to “India Baby Food Market Forecast & Opportunities, 2019”, the country’s baby food market is estimated to cross USD520 million in 2014. Milk based baby food segment is the leading contributor, followed by dried baby food and others segment. Southern region is the largest revenue contributor in the country’s baby food market, followed by Northern region, due to the presence of well established distribution networks in these regions. Eastern region accounts for the lowest demand due to low per capita income and comparatively weaker distribution channels of the companies in this region. “India Baby Food Market Forecast & Opportunities, 2019” elaborates the following aspects related to baby food market in India:

- India Baby Food Market Size, Share & Forecast
- Segmental Analysis - Milk based Baby Food, Dried Baby Food, etc.
- Price Point Analysis
- Changing Market Trends & Emerging Opportunities
- Competitive Landscape & Strategic Recommendations

Why You Should Buy This Report?

- To gain an in-depth understanding of baby food market in India
- To identify the on-going trends and anticipated growth in the coming years
- To help industry consultants, distributors and dealers to align their market-centric strategies
- To obtain research based business decision and add weight to presentations and marketing materials
- To gain competitive knowledge of leading players
- To avail 10% customization in the report without any extra charges and get the research data or trends added in the report as per the buyer’s specific needs

Report Methodology

The information contained in this report is based upon both primary and secondary sources. Primary research included interviews with baby food companies and industry experts. Secondary research included an exhaustive search of relevant publications like company annual reports, financial reports and proprietary databases.

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