North America Baby Food Product Market: By Product Type (Cereals, Milk Formula, Prepared, Frozen and Dried Food) By Distribution Channel (Supermarkets/Hypermarkets, Convenience stores, Specialty food stores, Online Retail) - Forecast (2015 - 2020).

Description: Baby food is any food which is soft and easily consumable other than breast milk and infant formula. Baby food can be prepared at home or is available as a packaged food in the market. Baby foods are available in various forms and flavors. Manufacturers try to differentiate their products based on these parameters and also the nutritional ingredients in the food product for healthy development of baby.

The market for baby foods in North America is estimated to witness stagnant growth due to the low birth rate and less demand for baby food. Debates over legislations regarding food labeling and its advertisements are poised to exhibit challenges for baby food products sales. Parents are opting for natural ingredients and no additives containing food with major attraction on organic baby food products.

The report analyzes the market based on type of baby food products namely: baby cereals, milk formula, prepared baby products, frozen baby products, dried baby products and others. The report provides detailed analysis on distribution landscape and potential of various distribution channels such as Supermarkets/Hypermarkets, Convenience stores, specialty stores and others. Country specific trends and market dynamics are also covered in the report. Some of the key players in the North American baby product market include Abbott Nutrition, H.J. Heinz Company and Mead Johnson Nutritionals.

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