South America Baby Food Product Market: By Product Type (Cereals, Milk Formula, Prepared, Frozen and Dried Food); By Distribution Channel - 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 South America is estimated to grow during forecast period due to growing demand from parents’ in order to feed their babies with healthier food with high nutritional value. Food safety is the major concerns for consumers. They are opting for natural ingredients and no additives containing food with major attraction on organic baby food products. Consumers are purchasing baby food products in order to promote health of their babies by feeding products that combine balanced nutritional profile and convenience. Companies are focusing on acquisitions and relationship programs in order to enhance the market share and boost sales.

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, online retail and others. Country specific trends and market dynamics are also covered in the report. Some of the key players in the South America baby product market include Abbott Nutrition, Nestle Group and Mead Johnson Nutritionals.

Contents:
1. South America : Macroeconomic Snapshot
2. South America Baby Food Product Market Overview
   2.1 Scope of the Study
   2.2 Definitions
3. Executive Summary
4. South America Baby Food Product: Market Landscape
   4.1 Market Share Analysis
      4.1.1 Brazil
      4.1.1.1 Nestle is the key player due to its high brand value and limited competition in major baby food segments
      4.1.2 Argentina
      4.1.2.1 Nestle dominates the market with a share of more than 25% in 2014
      4.1.3 Chile
      4.1.4 Columbia
      4.1.4.1 Nestlé dominate the baby food market with a share of more than 35% in 2014
      4.1.5 Rest of South America
4.2 Competitive Developments

4.2.1 Companies have increased focus on organic baby food

4.2.2 Companies are starting various relationship programs to increase sales

4.3 Consumer Insights

4.3.1 Quality of product the prime factor under consideration for consumers

4.3.2 Due to lack of time and busy work schedule parents are buying convenience and prepared baby food products

4.3.3 Parents buying baby food and drink look for nutritional value with added vitamins and minerals, or calcium-fortification

4.3.4 Parents are opting for baby food products which are of good quality and safe

5. South America Baby Food Product Market: By Product Type

5.1 Baby Cereals

5.2 Prepared Baby Food

5.2.1 Convenience and lack of time are the factors to boost sales

5.3 Frozen Baby food

5.4 Dried Baby Food

5.5 Milk Formula

5.5.1 More than 55% of the sales in Columbia are from milk formula

5.6 Others

5.6.1 Demand for Organic baby food is high due to growing awareness

6. South America Baby Food Product Market: By Distribution Channel

6.1 Supermarkets/Hypermarkets

6.1.1 Most preferred channel for South American consumers

6.2 Convenience Stores

6.2.1 Sales through convenience stores is growing in prepared baby food

6.3 Specialty Food Stores

6.4 Online Retail

6.4.1 Prominent retailers are expanding online offerings

6.5 Others

7. South America Baby Food Product Market: By Country

7.1 Brazil

7.1.1 Health and wellness products exhibit positive growth in coming years

7.2 Argentina
7.3 Chile
7.3.1 Private label to grow faster whereas discounters to emerge as new source of sales

7.4 Columbia
7.4.1 Milk formula to witness positive but stagnant growth

7.5 Rest of South America

8. South America Baby Food Product Market: Company Profile
8.1 Nestle Group
8.2 Danone Group
8.3 Nutrimental SA
8.4 Unilever Group
8.5 Abbott Laboratories Inc
8.6 Royal Numico NV
8.7 Novartis AG
8.8 Royal Numico NV
8.9 Mead Johnson Nutrition
8.10 Alimentos Heinz

9. Appendix
9.1 Abbreviations
9.2 Sources
9.3 Research Methodology
9.4 Disclaimer

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