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.

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