Europe 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) - 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 Europe is estimated to witness sluggish growth due to low birth rate. 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. Traditional retailers are posing high competition to the supermarkets with their discount schemes. Private labels have prominence in the market with major share in countries such as Germany and U.K.

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 European baby product market include Nutricia Ltd, Nestle Group, Bledina and others.

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