Infant Formula Market: Global Industry Analysis and Opportunity Assessment, 2016-2026

Description: This report offers a 10-year forecast (2016-2026) of the global infant formula market. In terms of value, the market is expected to expand at a CAGR of 10.1% during the forecast period. The study presents insights on market dynamics and trends across seven major regions, which are expected to influence the current nature and future status of the global infant formula market over the forecast period.

Report Description

The primary objective of the report is to offer updates on advancements in the global infant formula market. Upsurge in disposable income, increasing number of working mothers and packaging innovations in infant formula are major factors expected to drive growth of the global infant formula market over the forecast period. Increasing birth rates in developing countries and rising usage of organic infant formula are other factors expected to support growth of the market in the near future.

In the following section, the author analyses the performance of the infant formula market on the basis of global market revenue, as this is essential in understanding future growth potential of the market. This section also includes analysis of key trends, drivers, restraints and opportunities that influence market growth. Impact analysis of key growth drivers and restraints across all major regions, based on the weighted average model, is included in the report to better equip clients with crystal clear decision-making insights.

As highlighted earlier, the infant formula market is an aggregation of product type (starting milk formula, follow-on milk, toddlers milk formula and special milk formula), and distribution channel (specialty outlets, supermarkets, online, chemist/pharmacist/drugstore and others) segments. These segments are included in this section to make the study more comprehensive.

The section that follows includes analysis of the infant formula market by region. It provides a market outlook for 2016-2026 and sets the forecast within the context of the infant formula market. This study discusses key regional trends contributing to growth of the infant formula market on a global basis. It also analyses the degree to which global drivers are influencing this market in each region. Key regions assessed in this report are North America, Latin America, Western Europe, Eastern Europe, Asia Pacific excluding Japan (APEJ), Japan (as a separate region) and Middle East and Africa (MEA).

The above sections-by product type, by distribution channel and by region-evaluate the present scenario and growth prospects in the infant formula market for 2016-2026. We have considered 2015 as the base year and provided data for the trailing 12 months.

To deduce the market size for infant formula, we have considered the overall revenue generated from sales of infant formula across various regions. The forecast presented here assesses the total revenue generated across the infant formula market. In order to offer an accurate forecast, we started by sizing the current market, which forms the basis of how the infant formula market would develop in the future. However, forecasting the market in terms of various infant formula segments and regions is more a matter of quantifying expectations and identifying opportunities rather than rationalizing them after the forecast has been completed.

It is imperative to note that in an ever-fluctuating global economy, we not only conduct forecasts in terms of CAGR, but also analyse the market on the basis of key parameters, such as Year-on-Year (Y-o-Y) growth, to understand the predictability of the market and identify the right opportunities in the infant formula market.

Another key feature of this report is the analysis of all key infant formula market segments and sub-segments, regional adoption and revenue forecast in terms of absolute dollar. This is usually overlooked while forecasting the market. However, absolute dollar opportunity is critical in assessing the level of opportunity that a provider can look to achieve, as well as to identify potential resources, from a sales and delivery perspective, present in the infant formula market.
In order to understand the key segments in terms of growth & adoption of infant formula across the concerned regions, the author developed the infant formula market attractiveness index, which should help clients identify the real market opportunities.

In the final section of the report, the infant formula market competitive landscape is included to provide report audiences with a dashboard view, based on various categories of providers present in the market value chain, their infant formula product portfolio and key differentiators in the market. The report mainly profiles infant formula providers.

This section is primarily designed to provide clients with an objective and detailed comparative assessment of key providers specific to a segment in the infant formula market value chain. Report audiences can gain segment-specific vendor insights to identify and evaluate key competitors based on the in-depth assessment of their capabilities and success in the infant formula marketplace. Detailed profiles of providers are also included within the scope of the report to evaluate their long- and short-term strategies, key offerings and recent developments in the infant formula market.


Key Segments Covered:

By Product Type
- Starting Milk Formula
- Follow-on Milk Formula
- Toddlers Milk Formula
- Special Milk Formula

By Distribution Channel
- Specialty Outlets
- Supermarkets
- Online
- Chemist/Pharmacist/Drugstore
- Others

Key Regions/Countries Covered
- North America
- Latin America
- Western Europe
- Eastern Europe
- Asia Pacific excluding Japan (APEJ)
- Middle East & Africa
- Japan

Key Companies


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