



# Baby Food in China

August 2024

Table of Contents

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Further decline in the birth rate drives down sales of milk formula

Despite overall downturn, many brands maintain growth in milk formula due to various strategies

Baby food (excl. milk formula) performs better than milk formula, and has more growth potential

#### PROSPECTS AND OPPORTUNITIES

Special baby milk formula expected to grow along with rising consumer awareness

Continuous upgrades and differentiation expected in milk formula

#### CATEGORY DATA

Table 1 - Sales of Baby Food by Category: Volume 2019-2024

Table 2 - Sales of Baby Food by Category: Value 2019-2024

Table 3 - Sales of Baby Food by Category: % Volume Growth 2019-2024

Table 4 - Sales of Baby Food by Category: % Value Growth 2019-2024

Table 5 - Sales of Growing-Up Milk Formula by Age: % Value 2019-2024

Table 6 - NBO Company Shares of Baby Food: % Value 2020-2024

Table 7 - LBN Brand Shares of Baby Food: % Value 2021-2024

Table 8 - Distribution of Baby Food by Format: % Value 2019-2024

Table 9 - Forecast Sales of Baby Food by Category: Volume 2024-2029

Table 10 - Forecast Sales of Baby Food by Category: Value 2024-2029

Table 11 - Forecast Sales of Baby Food by Category: % Volume Growth 2024-2029

Table 12 - Forecast Sales of Baby Food by Category: % Value Growth 2024-2029

## Dairy Products and Alternatives in China - Industry Overview

### EXECUTIVE SUMMARY

Dairy products and alternatives in 2024: The big picture

Key trends in 2024

Competitive landscape

Channel developments

What next for dairy products and alternatives?

### MARKET DATA

Table 13 - Sales of Dairy Products and Alternatives by Category: Value 2019-2024

Table 14 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024

Table 15 - NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024

Table 16 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024

Table 17 - Penetration of Private Label by Category: % Value 2019-2024

Table 18 - Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024

Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029

Table 20 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research

spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/baby-food-in-china/report](http://www.euromonitor.com/baby-food-in-china/report).