



Children's Food: A Playground of Opportunity

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INTRODUCTION

Scope

Key Findings

THE IMPACT OF SOCIAL AND ECONOMIC SHIFTS

Birth rate declines make premiumisation an essential tool to succeed in baby food

Africa shows the largest growth in infant population in the next five years

More women in the workforce means increased demand for convenient baby food

Strong inflationary pressures are no exception in the baby food industry

Closure of US Abbott's factory results in serious milk formula shortages

KEY HOTSPOTS AND FUTURE PROSPECTS

Milk formula growth to face challenges in the years to come, driven by declines in China

Growing-up and special milk formula hold the most potential ahead

Communicating the added value of growing-up milk formula is essential for success

Milk formula for 3+ years should be targeted at higher-income parents in emerging markets

Opportunities for 3+ milk formula in China and Southeast Asia

Manufacturers capitalise on the 3+ milk formula opportunity in Asia

3+ milk formula is slowly developing outside Asia

Hypoallergenic milk formula projected to perform strongly across markets

Baby snacks to deliver the strongest performance in baby food

China presents a bright future ahead in baby snacks

Exciting innovations in baby snacks hit shelves across markets

Organix reinvents itself with new recipes to boost growth in the UK

Innovation spurs on prepared baby food to cater to both premium and affordable segments

MEETING CONSUMER NEEDS

What trends are driving growth in baby food? Key opportunities

Claims around added vitamins and fibre are increasingly desired by parents

The clean label trend has only scratched the surface in the baby food industry

Slurrp Farm: Sprouted ragi succeeds in dried baby food in India

Organic offerings represent over 40% of baby food sold online in Western regions

Health and food safety continue to drive growth for organic milk formula

A2 milk formula faces challenges in China after years of stellar growth

The future remains bright for goat milk formula

Hipp enters growing goat's milk formula in Europe

Plant-based: A growing opportunity in 1+ milk formula and baby food

Innovation to close the gap in vegan offerings for toddlers

Danone launches the first dairy plus plant-based proposition in the milk formula industry

Disruptive concepts to add value and set brands apart from their competitors

Nourishing a better, more sustainable planet should be a vital part of long-term strategies

E-commerce continues its upward trajectory in baby food

DTC models strengthen in the baby food space

Building trust in baby food through a transparent "farm-to-fork" journey

KEY RECOMMENDATIONS

Key recommendations for baby food manufacturers

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