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China Baby Food & Drink Market Analysis and Forecast to 2015



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China Baby Food & Drink Market Overview

China baby food and drinks market has experienced dynamic growth in the last few years, and is expected to continue this trend in future too. It is expected that China baby food & drink market will be more than US\$ 15 Billion by 2015. China baby food & drink market consist of retail sales of China baby food and baby drink market; especially infant formula market. In this baby drink market share was nearly 80% of and rest 20% came from baby food products in 2011. It is expected that China baby drink market will grow with a CAGR of 15% for the spanning period of 2012-2015.

In baby food segments: Baby cereals are the largest market, accounting for more than 80% of the markets total value in 2011. It is anticipated that baby cereals market will grow at a CAGR of 14.5% for the spanning period of 2012-2015.

In baby drink segments: Infant formula products dominate baby drink market in China, as infant formulas have become a popular choice of breast milk substitute and are able to serve as both the infant's sole source of nutrition as well as a supplement to feeding. The infant formula market in China is dominated by high-tier and mid-tier infant formula market segments. In 2011 both these two segments together controls 80% market share of the total China infant formula market and is expected to maintain this dominance till 2015.

Although China baby food and drink industry is growing but its facing challenges from incidents like milk scandals, safety and quality of products and cheap imports are proving to be a deterrent factor in the growths of this industry. Despite all these negative facts, Chinese baby food & drink market is expanding rapidly due to the robust economic development and the resulting increase in disposable income of rural and urban households in China. All these catalyst will definitely help to increase the China baby food & drink market.

Renub Research report entitled “China Baby Food & Drink Market Analysis and Forecast to 2015” provides comprehensive analysis on the baby food & drink industry in China, covering various aspects such as market and market share trends, New products & top features in China baby food & drink market, companies market share, key drivers and challenges of the industry.

Key Topics Covered in the Report:

- China Baby Food & Drink Market and Forecast (2005 - 2015)
- China Baby Food & Drink Market Share and Forecast (2005 - 2015)
- **China Baby Food Product Segments:** (Baby Cereals, Bottled Baby Food, Baby Snacks & Canned Baby Food) Market and Forecast (2005 - 2015)
- **Baby Cereals:** (Cereal & Porridge), **Bottled Baby Food:** (Vegetable Based, Fruit Based & Other), **Baby Snacks:** (Baby Rusks, Cereal Bars, Rice Cakes, Other Biscuits & Other Snacks), **Canned Baby Food:** (Fruit Based, Vegetable Based & Other), **Other Baby Foods:** (Fruit Pots, Yogurts, Toddler Ready Meals) - Market & Forecast (2004 - 2015)
- **China Baby Drink Product Segments:** (Baby Juice and Infant Formula) Market & Forecast (2005 - 2015)
- **Infant Formula:** (Supreme-Tier Infant Formula, High-Tier Infant Formula, Mid-Tier Infant Formula and Low-Tier Infant Formula)
- China Baby Juice Market and Forecast (2004 - 2015)
- **Baby Juice Product Segments:** (Concentrated & Ready to Drink) Market & Forecast (2004 - 2015)
- Analysis of New Products and Top Features (Top Flavours, Top Ingredients, Top Package Type and Pack Size) in China Baby Food & Drink Market
- Analysis of New Innovative Products in China Baby Food & Drink Market Place
- Analysis of Potter's Five Force Analysis in Context of China Baby Food & Drink Market
- Analysis of Key Growth Drivers and Challenges in The China Baby Food & Drink Market
- Analysis of Companies Market Revenue & Market Share Analysis in China Baby Food & Drink Market

This Report is Useful

- For those, who want to understand the China's baby food & drink past, present and future market and market share trend
- For those, who want to know about key major segment with market & market share analysis in China baby food market

- For those, who want to know about key major segment with market & market share analysis in the China baby drink market
- For those, who want to get information about China infant formula market past present and future trends
- For those, who want to know the largest market segment, with market size and market share trend in the China infant formula market
- For those, who want to know the key growth factors and key challenges in China baby food & drink market
- For those, who want to know about players market share with revenue in the China baby food & drink market

Data Sources

This report is built using data and information sourced from proprietary databases, primary and secondary research and in-house analysis by Renub Research team of industry experts.

Primary sources include industry surveys and telephone interviews with industry experts.

Secondary sources information and data has been collected from various printable and non-printable sources like search engines, News websites, Government Websites, Trade Journals, White papers, Government Agencies, Magazines, Newspapers, Trade associations, Books, Industry Portals, Industry Associations and access to more than 100 paid databases.

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Our core team is comprised of an experienced people holding graduate, post graduate and Ph.D. degrees in Finance, Marketing, Human Resource, Bio-Technology, Medicine, Information Technology, Environmental Science and many more. Our research help make the business decisions: on strategy, organization, operations, technology, mergers & acquisitions etc. We support many blue chip companies by providing them findings and perspectives across a wide range of markets. Our research reports offer a blend of information insight, analysis and forecasting that is essential in today's ultra-competitive markets.

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