

## India Baby Food & Paediatric Nutrition Market: Analysis & Forecast (2007 - 2017)

### Description:

The young generation of urban women in India prefers packaged baby food which resulted in the development of various flavour variants and new products. Earlier the focus was mainly on milk formula and dried baby food but recently several prepared baby food products appeared on store shelves. Big Bazaar launched Gerber in their metro outlets, Glaxo SmithKline launched Junior Horlicks, Consumer Healthcare Ltd launched Animal Shaped Biscuits and Cadbury India Ltd launched Bournvita Lil Champs. Flavour variants was launched such as 'Mixed Vegetables' and 'Mixed Fruit' within dried baby food segment as they were considered highly nutritious by mothers. These trends has led the growth of the Baby food market in India and the market grew by 52.5% during 2007 – 2011 to reach USD 380.1 million in 2011.

Nestle India Ltd held the maximum value share 2011. Its brand "Cerelac" is almost synonymous to baby food products and holds the considerable share.

This report provides a holistic view to the overall India Baby Food and Paediatric Nutrition market with over view of Asia - Pacific Market and 11 year market data & forecast based on following segmentation:

#### By Product

- Bottled baby food
- Baby cereals
- Baby snacks
- Baby soups
- Canned & Frozen baby foods

#### By Type

- Dried Baby Food
- Milk Formula
- Prepared Baby Food
- Other Baby Food

#### Country Covered

- India

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