

Baby Food Market in India 2017

Format: CD-Rom

Code: NI330

Pages: 41

Price: Rs. 177,000.00 **US\$** 1,995.00

Publisher: Netscribes

Usually ships within **5** days

"India's baby food industry is one of the fastest-growing segments in the Indian baby care market. Download the report to find out the current market trends, key developments and growth drivers of the baby food market in India.

Key growth factors

The increase in per capita income and GDP has led to a growing appetite for premium products, such as instant baby food, in India's urban segment. Other factors contributing to the double-digit growth of the instant baby food market include the rise in consumption of convenience foods and the population of working women.

Threats and key players

Marketing and promotion of infant food is strictly regulated in India, while myths and skepticism about instant baby food continue to exist. The market is currently cornered by Nestle India Limited. Other players include GlaxoSmithKline Consumer Healthcare, Danone, Bombay Oxygen Corporation, and Abbott Laboratories. The global baby food market, on the other hand, is dominated by five major players namely Mead Johnson, Nestle, Abbott, Danone, and Wyeth.

What's covered in the report?

Overview of the instant baby food market in India and forecasted market size data in terms of value over 2015 to 2020

Trade analysis of baby food market in India

Qualitative analysis of the major drivers and challenges affecting the market

Analysis of the competitive landscape and profiles of major players operating in the market

Why Buy?

Get a broad understanding of the baby food market in India, the market trends, and current state of the sector.

Strategize marketing, market-entry, market expansion and other business plans by understanding the factors driving the growth of the market

Be informed regarding the key developments in the field of baby food market in India

Understand the business of the competition, the market dynamics, and respond accordingly"

Contents

"Slide 1: Executive Summary

Socioeconomic Indicators

- Slide 2: Total Population (2010-2011 -2019-2020), Population Density (2010-2011 -2019-2020)
- Slide 3: Sex Ratio (2005, 2010, 2015, 2020), Population by Age Group (2005, 2010, 2015, 2020), Urbanization Trend (2010-2011 -2019-2020)
- Slide 4: Total Fertility Rate (2005-2010, 2010-2015, 2015-2020), Infant Mortality Rate (2005-2010, 2010-2015, 2015-2020), Total Number of Births (2005-2010, 2010-2015, 2015-2020), Total Number of Death (2005-2010, 2010-2015, 2015-2020)
- Slide 5: Total Literacy Rate (2001, 2011), Rural Literacy (2001, 2011), Urban Literacy (2001, 2011)
- Slide 6: GDP at Market Prices (2010-2014), FDI (2010-2014), Inflation Rate (2010-2014), Unemployment Rate (2010-2014)
- Slide 7: Access to Safe Drinking Water (2001, 2011), Exchange Rate (2010-2015)

Market Overview

- Slide 8: Market Definition and Structure
- Slide 9: Global Baby Food Market –Market Overview, Size and Growth Forecast, (Value-Wise; FY 2015 -FY 2020e), Region-Wise Total Sales Segmentation (FY 2015)
- Slide 10: Baby Food Market in India –Market Overview, Size and Growth Forecast, (Value-Wise; FY 2016 -FY 2020e), Region-Wise Total Sales Segmentation (FY 2015)
- Slide 11: Porter's Five Forces Analysis

Market Overview

- Slide 12: Market Opportunity

Trade Analysis

- Slide 13: Export of food preparations for infants-Size {Value-Wise; FY 2013 -FY 2016-2017 (Apr-Sep) and Volume-Wise; FY 2013 -FY 2016-2017 (Apr-Sep)}
- Slide 14: Export of food preparations for infants -Region-Wise Exports (Value-Wise: FY 2015 and FY 2016; Volume-Wise: FY 2015 and FY 2016)
- Slide 15: Import of food preparations for infants -Size {Value-Wise; FY 2013 -FY 2016-2017 (Apr-Sep) and Volume-Wise; FY 2013 -FY 2016-2017 (Apr-Sep)}
- Slide 16: Import of food preparations for infants -Region-Wise Imports (Value-Wise: FY 2015 and FY 2016; Volume-Wise: FY 2015 and FY 2016)
- Slide 17: Export of milk food for babies -Size {Value-Wise; FY 2013 -FY 2016-2017 (Apr-Sep) and Volume-Wise; FY 2013 -FY 2016-2017 (Apr-Sep)}
- Slide 18: Export of milk food for babies - Region-wise Exports (Value-Wise: FY 2015 and FY 2016; Volume-Wise: FY 2015 and FY 2016)
- Slide 19: Import of milk food for babies -Size (Value-Wise; FY 2013 -FY 2016 and Volume-Wise; FY 2013 -FY 2016)
- Slide 20: Import of milk food for babies - Region-Wise Imports (Value-Wise: FY 2015 and FY 2016; Volume-Wise: FY 2015 and FY 2016)
- Slide 21: Export of milk for babies -Size {Value-Wise; FY 2013 -FY 2016-2017 (Apr-Sep) and Volume-Wise; FY 2013 -FY 2016-2017 (Apr-Sep)}
- Slide 22: Export of milk for babies -Region-Wise Exports (Value-Wise: FY 2015 and FY 2016; Volume-Wise: FY 2015 and FY 2016)
- Slide 23: Import of milk for babies- Size {Value-Wise; FY 2013 -FY 2016-2017 (Apr-Sep) and Volume-Wise; FY 2013 -FY 2016-2017 (Apr-Sep)}
- Slide 24: Import of milk for babies- Region-Wise Imports (Value-Wise: FY 2015 and FY 2016; Volume-Wise: FY 2015 and FY 2016)

Market Influencers

Slide 25: Market Drivers

Slide 26: Market Challenges

Competitive Landscape

Slide 27: List of Major Players

Slide 28-40: Profiles of Major Players

Appendix

Slide 41: Research Methodology

LIST OF FIGURES/ CHARTS

Socioeconomic Indicators

1. Total Population and Population Density (2010-2011 -2019-2020)
2. Sex Ratio (2005, 2010, 2015, 2020)
3. Population by Age Group (2005, 2010, 2015, 2020)
4. Urbanization Trend (2010-2011 -2019-2020)
5. Total Fertility Rate (2005-2010, 2010-2015, 2015-2020)
6. Infant Mortality Rate (2005-2010, 2010-2015, 2015-2020)
7. Total number of Births (2005-2010, 2010-2015, 2015-2020)
8. Total number of Death (2005-2010, 2010-2015, 2015-2020)
9. Total Literacy Rate (2001, 2011)
10. Rural Literacy (2001, 2011)
11. Urban Literacy (2001, 2011)
12. GDP at Market Prices (2010-2014)
13. FDI (2010-2014)
14. Inflation Rate (2010-2014)
15. Unemployment Rate (2010-2014)
16. Access to safe drinking water (2001, 2011)
17. Exchange Rate (2010-2015)

Market Overview

1. Global Baby Food Market -Market Size & Growth (Value-Wise; FY 2015 -FY 2020e)
2. Baby Food Market in India -Market Size & Growth (Value-Wise; FY 2015 -FY 2020e)

Trade Analysis

1. Export of food preparations for infants {Value-Wise; FY 2013-FY 2016-2017 (Apr-Sep)}
2. Export of milk food for babies {Value-Wise; FY 2013-FY 2016-2017 (Apr-Sep)}
3. Export of milk for babies {Value-Wise; FY 2013-FY 2016-2017 (Apr-Sep)}
4. Region Wise Exports of food preparations for infants (Value-Wise: FY 2015)
5. Region Wise Exports of milk food for babies (Value-Wise: FY 2016)
6. Region Wise Exports of milk for babies (Volume-Wise: FY 2015)
7. Import of food preparations for infants {Value-Wise; FY 2013-FY 2016-2017 (Apr-Sep)}
8. Import of milk food for babies (Volume-Wise; FY 2013-FY 2016)
9. Import of milk for babies {Value-Wise; FY 2013-FY 2016-2017 (Apr-Sep)}
10. Region Wise Import of food preparations for infants (Value-Wise: FY 2015)
11. Region Wise Import of milk food for babies (Value-Wise: FY 2016)
12. Region Wise Import of milk for babies (Volume-Wise: FY 2015)

Competitive Landscape

1. Company Profiles
 - a. Financial Snapshot (Only Public Companies)

- b. Key Business segments (Only Public Companies)
- c. Key Geographic segments (Only Public Companies)

LIST OF TABLES

Competitive Landscape

- 1. List of Major Players

COMPANIES COVERED

Public Companies

- 1. Abbott India Limited
- 2. GlaxoSmithKline Consumer Healthcare Limited
- 3. Nestle India Limited

Private Companies

- 4. Gujarat Cooperative Milk Marketing Federation Limited
- 5. Mead Johnson Nutrition (India) Private Limited
- 6. Nutricia International Private Limited
- 7. Raptakos Brett and Company Limited

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Sun, 26 May 2019 10:33:01 +0530