



MARKET TRENDS IN CHINA:  
BABY FOOD



## MARKET OVERVIEW AND KEY TRENDS

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## Market Revenue (2022 – 2027)



US\$81,830m

Most revenue is generated in China

US\$81.83bn

in 2022

10.07%

CAGR

US\$56.20

Revenues per person



4.4kg

Volume per person



# 01 Demand for Convenient and Healthy Baby Food

- Due to busy lifestyles, Chinese parents are preferring prepared baby food products, as they are convenient and have longer shelf life.
- Demand for packaged baby food also witnessed a shift towards nutritional benefits that baby food products offer.
- There are varieties of baby food products available like bottled food, baby snacks, canned food & others in the China baby food industry.

## Premiumization of Infant Formula

- Infant formulas are seeing more premium products incorporated in order to try and match the nutritional value of mother's milk.
- Some of the latest ingredient developments include OPO (oleic-palmitic-oleic), lactoferrin, prebiotics (HMO, or human milk oligosaccharides), probiotics, and omega-3 and omega-6 lipids.

# 02

## Key Trends in Baby Food

## 03 Organic and Non-Cow Milk Formula

- Adding value through offering consumers something different is one strategy for growth in baby food market.
- Organic milk formula has received increasing attention, and continues to gain favour amongst health-conscious parents in China.

## Demand for Convenient and Healthy Baby Food

### Danalac Baby Teething Biscuits

- A great natural tasting snack rich in calcium, iron, and many vitamins necessary for children's growth. This infant cookie can be snacked on as it is, or it can be soaked in water or milk for spoon feeding kids of 6 months and up.

**Ingredients (Banana) :** Wheat Flour, Sugar, Non-hydrogenated vegetable oil (palm), Banana Chips 4.5%, Corn Starch, Barley Malt, Skimmed Milk Powder, Fructose Glucose Syrup, Raising Agents (Ammonium Hydrogen Carbonate, Sodium Hydrogen Carbonate, Sodium Acid Pyrophosphate), Salt, Emulsifier (Soy Lecithin), L-cysteine (Non-animal Derived), **Vitamins**, Aroma Banana.



# Demand for Convenient and Healthy Baby Food

## A2 3<sup>rd</sup> Stage Milk Powder Infant Formula

- Precious A2 high quality protein
- Specially added lactoferrin
- Optimize the DHA+ARA ratio
- With added prebiotics (GOS)
- Iron, Vitamin B12, Vitamin C to help support a healthy immune system
- Vitamin A, Vitamin B6, Thiamin, Zinc & Iodine to support healthy growth and development in children
- Calcium & Vitamin D to help support healthy bones and teeth

**Ingredients:** Skim Milk Powder, Lactose, Vegetable Oil Blend (Soy, High Oleic Sunflower, Coconut, Soy Lecithin), Whey Protein Concentrate, Whole Milk Powder, Demineralised Whey Powder, **Galactooligosaccharide, Docosahexaenoic Acid Powder, Calcium Hydroxide**, Citric Acid. **Minerals: Calcium Carbonate, Magnesium Phosphate Dibasic, Ferrous Sulphate, Zinc Sulphate, Potassium Iodide. Vitamins: Ascorbic Acid, DI-Tocopheryl Acetate, Niacinamide, Retinyl Acetate, Cholecalciferol, Pyridoxine Hydrochloride, Thiamine Hydrochloride, Riboflavin, Folic Acid.**



## Demand for Convenient and Healthy Baby Food

### Happy Baby Apples, Blueberries & Oats Puree

- 20% DV Vitamin C; 2g Fiber; Potassium
- Organic ingredients from trusted farms
- This thick, velvety blend is made with juicy organic blueberries, crisp apples, and whole grain gluten free oats.

**Ingredients:** Organic Apple Puree, Organic Blueberry Puree, Milled Organic Whole Grain Oats, <1% Of: Ascorbic Acid (Vitamin C) To Preserve Freshness, Organic Lemon Juice Concentrate.



## Premiumization of Infant Formula

### Allnutria Infant Milk Stage 3

- Amino acid optimal composition
- DHA,
- Lutein

**Ingredients:** Skim Milk, Desalted Whey Powder, Vegetable Oil (Including Tung Kernel Oil, Rapeseed Oil, Sunflower Oil), lactose, 1,3-dioleic Acid, 2-glycerol Triglyceride, Whey Protein Powder, Whey Egg Concentrate, White Powder, Phospholipids, **Galactose Oligosaccharides (GOS), Fructose Oligosaccharides (FOS)**, Lutein Carbonate, **Docosahexaenoic Acid (DHA, Tuna Oil), Arachidonic Acid Oil (ARA), Lactoferrin, Protein, Animal Bifidobacterium Bb-12** (Not Less Than 1.0x 10<sup>9</sup> CFU/G During Factory Inspection), Cattle, Carbonic Acid, Nucleotide Acid (5'-cytosine Monophosphate, Disodium 5'-creatine, Disodium 5'-urotic Acid)sodium, 5'-adenoxyl Monophosphate, Disodium 5'-uxic Acid), L-carnitine Tartrate, Lutein, **Minerals (Tricalcium Carbonate, Calcium Carbonate, Magnesium Oxide, Iron Oxide, Ferrous Sulfate), zinc Sulfate, Magnesium Sulfate, Copper Sulfate, Sodium Stearate, Sodium Stearate), Vitamins (Hydrogen Tartrate, Choline, L-ascorbic Acid, L-sodium Ascorbate, Nicotinic Acid, DI-a-tocopherol, D-calcium Pantothenate, Inositol, Thioglycin Hydrochloride, Hydrochloride, Vitamins A And B-carotene, Riboflavin, Folic Acid, Phytochemicals, D-bioinformatics, Cholecalciferol.**





## Premiumization of Infant Formula

### Gerber Infant Rice Paste

- Power blend
- Nutritious baby rice meal

**Ingredients:** Wheat Flour (>40%), Steamed Wheat Flour (>12%), Bird Bean Flour (>11%), Rice (>4%), Barley Flour (>4%), Wheat Flour (>2%), Corn Lake, **Vitamin E (DL-alpha-Tocopherol)**, **Vitamin B (Riboflavin)**, **Pantothenic Acid (D-pantothenic Acid)**, **Vitamin C (L-blood-free Strands)**, **DHA (Tuna Oil)**, **Iron (Ferrous Fumarate)**, **(Sodium Sulfate)**, **Vitamin A (Retinol)**, **Vitamin D (Vitamin D)**, **Vitamin B**, **Probiotics.**



## Premiumization of Infant Formula

### Steamed Rice Cereal Powder

- Easy to make
- Good nutrient absorption
- Smooth taste
- High Quality Ingredients

**Ingredients:** Cool Steamed Rice, **Fructo-oligosaccharides (FOS)** and **galacto-oligosaccharides (GOS)**, **Calcium**.



## Premiumization of Infant Formula

### SpoonfulONE Early Allergen Introduction Oat Crackers Cocoa Chip Baby Snacks

- When it's time for solids, it's time for SpoonfulONE. SpoonfulONE is the only product that helps your baby grow up accustomed to 16 wholesome, real foods associated with over 90% of food allergies.
- The Oat Crackers are a smart, on-the-go snack for maintaining a safe multi-allergen routine in your toddlers's (12+ months) daily diet. Feeding SpoonfulONE daily, from infancy through early childhood introduces diverse foods into your baby's diet so they can grow up accustomed to them.

**Ingredients:** Organic Whole Oat Flour, Organic Sugar, Organic Palm Oil, Organic Invert Sugar Syrup, Chocolate Flavored Bits (Sugar, Rice Syrup, Degermed Corn Grits, Tapioca Starch, Palm Oil, Cocoa [Processed With Alkali], Tricalcium Phosphate), Organic Flavors, Organic Cashew Flour, Organic Pecan Flour, Baking Soda, Organic Pistachio Flour, Organic Hazelnut Flour, Organic Walnut Flour, Organic Peanut Flour, Organic Sunflower Lecithin, Organic Almond Flour, Organic Sesame Flour, Organic Egg Powder, Organic Soy Powder, Salmon, Shrimp, Cod, Organic Wheat Gluten, Organic Milk Protein Concentrate, Salt, Mixed Tocopherols (Added To Preserve Freshness).



## Organic and Non-Cow Milk Formula

### Kabrita Yuebai Infant Formula Goat Milk Powder Stage 1

**Ingredients:** Lactose, Vegetable Oils (Palm Kernel Oil, Rapeseed Oil, Sunflower Oil), Skimmed Goat Milk Powder, Whey Protein Powder (Source Goat Milk), 1,3-dioleic Acid-2-glycerol Triglyceride, Glucose Syrup Solid, **Fructose Oligosaccharide** (FOS), **Galactose Oligosaccharide** (GOS), **Arachidonic Acid Oil (ARA)**, **Docosahexaenoic Acid (DHA)**, **Nucleoglycic Acid** (5' monophosphate Cytoglycic Acid, 5'-uroglycic Acid) disodium, 5' Adenosine Monophosphate, 5'-disodium Myoglycate, 5'-disodium Uglycate), Bifidobacterium Animal Bb-12 (Factory Inspection not Less Than 1.0×10<sup>6</sup> CFU/G), Bovine Carbonic Acid, Minerals (Tricalcium Phosphate, Sodium Oxide, Lactic Acid, Ferrous Sulfate, Calcium Sulfate, Zinc Sulfate, Copper Sulfate, Confirmed Bet, Sodium Sulfate, Sodium Fumarate), Vitamins (L-anti-scurvy acid, Choline Nitride, Sodium L-ascorbate, D-alpha-Tocopherol, Inositol, Oxicholine Tartrate, Nicotinic Acid, D-calcium Pantothenate, Riboflavin, Thioglycin Hydrochloride, Tolitol Hydrochloride, Long Acid Vitamin A, Folic Acid, Phytochemicals, D-biosin, Vitamin Dexoxygen Drill Glue), L-carnitine Tartrate, Soybean Phospholipids. Contains: Milk, Fish And Soy Products.



## Organic and Non-Cow Milk Formula

### Feihe Zhenzhi Organic Infant Formula Stage 1 (for 0-6 months)

- Three meals a day for each cow
- All eat rare organic grass.
- With natural weak alkaline soda water
- Follow the laws of natural life

**Ingredients:** Raw Milk, Desalinated Whey Powder, Vegetable Oil (Sunflower Oil, Soybean Oil, Willow Oil), Rapeseed Oil), Lactose, Fructose Oligosaccharides, Vitamin A, Vitamin D, Vitamin E, Vitamin K, Vitamin B1, Vitamin B6, Vitamin B12, Niacin, Folic Acid, Pantothenic Acid, Vitamin C, Biotin, Sodium Glutamate, Magnesium Oxide, Copper Sulfate, Sulfuric Acid, Iron Pyrophosphate, Zinc Sulfate, Magnesium Sulfate, Calcium Carbonate, Magnesium Phosphate, Sodium Nitrite, Docosahexaenoic Acid (DHA), Arachidonic Acid (ARA).



## Organic and Non-Cow Milk Formula

### Wyeth Illuma Organic Milk Powder

**Ingredients:** Desalinated Whey Powder, Vegetable Oil (Sunflower Oil, Rapeseed Oil), Skim Milk Powder, Lactose, **Fructose Oligosaccharides**, Arachidonic Acid (AA) (Arachidonic Acid Oil)fat), **Docosahexaenoic Acid (DHA)** (Docosahexaenoic Acid Fat), L-carnitine ((L-carnitine), **Choline** (Oxidized Choline), Inositol (Muscle alcohol), Bet (Oxidation Bet, Acorn Acid Bet), Sodium (Sodium Ascorbate, Sodium Bicarbonate), Lock (Oxidation Town), Calcium (Calcium Oxide, Calcium Carbonate), Phosphorus (Hydrogen Phosphate)(calcium), Iron (Ferrous Sulfate), Zinc (Zinc Sulfate), Sui (Sodium Sulfite), Copper (Copper Sulfate), Button (Sodium Sulfate), Sure (Sure Bet), Vitamin E (DI-a-coolacid Tocopherol), Vitamin A (Brown Tung Acid Vitamin A), Vitamin D (Cholecalciferol), Vitamin K (Phytochemicals), Niacin (Nicotinic Acid), Pantothenic Acid (D-pantothenic Acid), Vitamin B, Vitamin B (Turpentase Hydrochloride), Folic Acid (Folic Acid), Biological Hormone (D-biological Hormone), Vitamin B12(oxygen Drill Rubber), Vitamin C (L-ascorbic Acid), Food Additives (Soy Phospholipids, Acronic Acid, Calcium Oxide).



## Organic and Non-Cow Milk Formula

### Beech-Nut Organics Pumpkin Baby Food Jar

- Beech-Nut Organics baby food is made with real ingredients, gently cooked. This Stage 1 puree is ideal for babies first starting solid foods around 4 months.
- Beech-Nut Organics pumpkin has texture and vibrant color your baby will love. Made with just one ingredient: USDA organic and non-gmo pumpkin - nothing artificial.

**Ingredients:** Organic Pumpkin.



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