



MARKET TRENDS IN MALAYSIA: BABY FOOD



MARKET OVERVIEW AND KEY TRENDS

Market Revenue (2022 – 2027)



US\$81,827m

In comparison, most revenue is
generated in China

US\$64.77

Revenues per person



9.8kg

Volume per person

US\$2,149m

in 2022

5.88%

CAGR



01 Digestive Wellness Diversifies

- Concerns over digestive health and its link with the immune system is rising
- Consumers become more aware of microbiome, further raising awareness about the importance of good digestive health.
- Demand for products and ingredients associated with aiding digestive health will grow.

Emerging Nutrient Density

- Interest of parents in health and wellness is rising due to pandemic seasons
- As a result, package design and labelling for these products will increasingly focus on portraying a natural and healthy image.
- Fortified products offer the opportunity to switch dietary plans for health and sustainability purposes, without worrying about missing out on nutrients.

02

Key Trends in Baby Food

03 Naturally Functional

- Naturally-functional is when a wealth of natural ingredients is present in food products, giving a perspective to consumers that it is healthy.
- It has brought back an interest towards almonds, avocados, blueberries, Greek yogurt, chia seeds and hundreds more natural ingredients.
- Consumers are looking for food products that provide benefits that they perceive as natural and intrinsic.

Digestive Wellness Diversifies



Nestle Cerelac Infant Cereal Rice & Mixed Vegetables

- CERELAC Infant Cereal Rice & Mixed Vegetables introduces delicious vegetables into your child's diet.
- Every bowl contains BIFIDUS BL **probiotics** to help improve a beneficial intestinal microflora.
- CERELAC meets 50% or more of your child's required iron values to help him reach his full potential. Iron supports your child's body and brain development.

Ingredients: Rice, Soy Beans, Sugar, Maltodextrin, Vegetable Chips (Glucose Syrup, Corn Starch, Spinach, Pumpkin, Sugar, Red Radish, Lecithin), Vegetable Oil (Olein Palm Oil, Mustard Seed Oil, Coconut Oil, Oil Sunflower), Skimmed Flour Milk (Cow's Milk), Lecithin Soya, Minerals (Calcium Carbonate, Sodium Phosphate, Ferus Fumarate, Zinc Sulfate, Potassium Iodide), Vitamins (C, E, Niacin, Calcium Pantothenate, B1, A, B6, B2, Folic Acid, D3, Biotin, B12), docosahexenoic Acid (Fish Oil), Taurine, Vanillin, **Culture Probiotic** (Bifidobacterium Lactis CNCM I-3446).

Digestive Wellness Diversifies



Gerber Baby Cereal Probiotic for Crawlers, Powerblend, Oatmeal Lentil Carrot Apple

- 1/3 serving of real veggies
- 2g of plant-based protein
- Iron to help support learning ability
- Probiotics support **digestive health**

Ingredients: Whole Grain Oat Flour, Red Lentil Flour, Dried Carrots, Cornstarch, Maltodextrin, Sunflower Lecithin), Apple Pieces (Dried Apple, Cornstarch), Potassium Phosphate, **B. Lactis Cultures**, Vitamins And Minerals: Calcium Carbonate, Vitamin C(ascorbic Acid), Iron (Electrolytic), Vitamin E (Alphatocopherylacetate), Zinc: Sulfate, Niacinamide, Vitamin B2 (Riboflavin), Vitamin B1 (Thiamine Mononitrate), Vitamin B6 (Pyridoxine Hydrochloride), Folic Acid, Vitamin B12, Made From Oats Containing <10ppm Gluten.

Digestive Wellness Diversifies



Happy Baby Organics Greek Yogis Freeze-Dried Greek Yogurt and Fruit Snacks

- Our Happy Yogis Greek Yogurt is freeze-dried organic yogurt snacks that melt in Baby's mouth. They are truly a delicious and nutritious treat made with the goodness of organic yogurt and fruit. This yummy snack offers protein, and the added boost of pre and probiotics for **digestive health**.
- Contains probiotics & live microorganisms – improve digestive function and immune system

Ingredients: Cultured Organic Whole Milk Greek Yogurt, Organic Skim Milk, Organic Banana Puree (Organic Bananas, Citric Acid, Ascorbic Acid (Vitamin C)), Organic Skim Milk Powder, Organic Cane Sugar, Organic Strawberry Puree, Organic Strawberry Flavor (Organic Strawberry Flavor, Organic Sugar, Organic Lemon Juice Concentrate), Contains 2% Or Less Of The Following: Organic Whey Protein Concentrate, Organic Tapioca Starch, Organic Beet Juice Concentrate (For Color), Mixed Tocopherols (To Preserve Freshness), **Probiotics (*S. Thermophilus*, *L. Bulgaricus*)**.

Digestive Wellness Diversifies



Gerber Good Start Gentle Supreme A2

- Gerber Good Start A2 is an advanced **digestive support** infant powder formula with iron.
- Made with Probiotic L.reuteris, A2 Milk & 2-FL HMO Blend.

Ingredients: Lactose, Vegetable Oils (Palm Olein, Soy, Coconut, High-Oleic Safflower or High-Oleic Sunflower), Whey Protein Concentrate (Reduced in Minerals), Nonfat Dry Milk (A2 Beta-Casein Milk Protein from **A2 Milk 2'-O-Fucosyllactose** (2'-FL): a Type of Prebiotic), and Less than 2% of: Soy Lecithin, Potassium Citrate, Calcium Citrate, Potassium Chloride, 2'-O-Fucosyllactose, C, Cohnii Oil, M, Alpina Oil, Calcium Phosphate, Choline Bitartrate, Sodium Ascorbate, Sodium Chloride, Taurine, Magnesium Chloride, **Lactobacillus Reuteri** (DSM 17938) Cultures, Potassium Hydroxide, Nucleotides (Cytidine 5'-Monophosphate, Disodium Uridine 5'-Monophosphate, Adenosine 5'-Monophosphate, Disodium Guanosine 5'-Monophosphate), Inositol, Ferrous Sulfate, Alpha-Tocopheryl Acetate, Mixed Tocopherols, Ascorbyl Palmitate, L-Histidine, Zinc Sulfate, Niacinamide, Calcium Pantothenate, L-Carnitine, Copper Sulfate, Vitamin A Acetate, Riboflavin, Thiamine Mononitrate, Pyridoxine Hydrochloride, Manganese Sulfate, Citric Acid, Potassium Iodide, Folic Acid, Phylloquinone, Biotin, Sodium Selenate, Vitamin D3, Vitamin B12.

Emerging Nutrient Density

Novalac Novarice Infant Formula (0-12 Months)

- Novalac NovaRice is a complete nutrition suitable for infants from birth to 12 months.
- DHA & ARA
- 5 nucleotides
- Essential Fatty Acid – α -linolenic acid and linoleic acid
- 13 Vitamins – Vitamin A, D, E, K, C, B complex, Biotin, Niacin, Folic Acid, Pantothenic Acid
- 12 minerals - Sodium, Potassium, Chloride, Calcium, Phosphorus, Magnesium, Iron, Zinc, Iodine, Copper, Manganese, Selenium

Ingredients: Glucose Syrup, Vegetable Oils (Palm, Rapeseed, Sunflower, Coconut), Rice Proteins Hydrolysate, Corn Starch, Emulsifier (Sunflower Lecithin), **Tricalcium Phosphate, Monocalcium Phosphate, Calcium Chloride, L-lysine, Magnesium Sulphate, Single Cell Oil, Fish Oil, L-tryptophan, Vitamins (A, B1, B12, B2, B6, C, D3, E, K1, Biotin, Folic Acid, Niacin, Pantothenic Acid), Trisodium Citrate, L-cystine, Choline Bitartrate, L-isoleucine, Ferric Pyrophosphate, Taurine, Nucleotides (CMP, UMP, AMP, GMP, IMP), Inositol, Zinc Sulphate, L-carnitine, Antioxidants (Extract Rich In Tocopherols), Sodium Selenite, Cupric Sulphate, Potassium Chloride, Potassium Iodide, Manganese Sulphate, Tricalcium Citrate, Tripotassium Citrate.** Contains: Fish.



Emerging Nutrient Density

Earth's Best Organic Toddler Snacks Oatmeal Cinnamon LOTD Cookies

- Made with whole grains, fruits, and veggies, they're just as wholesome as they are tasty.
- All Earth's Best toddler snacks are USDA-Certified Organic, made with non-GMO ingredients, and contain no artificial flavors or colors.

Ingredients: Organic Wheat Flour, Organic Cane Sugar, Organic Sunflower And/Or Organic Safflower Oil, Organic Oat Flour, Organic Raisin Paste, Water, Organic Invert Cane Sugar, Organic Cinnamon, Leavening (Sodium Bicarbonate, Ammonium Bicarbonate), Sea Salt, **Vitamin Mineral Blend (Ferric Orthophosphate, Niacinamide, Zinc Oxide, Cyanocobalamin, Maltodextrin, Folic Acid, Thiamine Mononitrate, Pyridoxine Hydrochloride, Riboflavin).**



Emerging Nutrient Density

HappyTot Superfood Organic Pears Mangos & Spinach Baby Food

- This smooth blend of organic pears, juicy mangos, and spinach delivers vitamin A, potassium and folate to help baby's development, in a convenient, grab-and-go pouch that makes it easy to feed little ones anywhere, anytime.
- Also help little ones get key nutrients from organic fruits, vegetables and chia, a source of omega-3 (ALA).

Ingredients: Organic Pear Puree, Organic Mango Puree, Organic Spinach Puree, <1.5% Of: Organic Lemon Juice Concentrate, Ascorbic Acid (Vitamin C) To Preserve Freshness.



Emerging Nutrient Density

Gerber Strawberry Apple Baby Puffs

- Nourish your little one with whole grain goodness by serving Gerber Graduates Puffs Cereal Snack at snack time.
- Gerber Graduates Puffs Cereal Snack have 2 grams of whole grains per serving, and 5 vitamins and minerals making them an ideal snack for your older baby learning to self feed.

Ingredients: Rice Flour, Whole Wheat Flour, Wheat Starch, Cane Sugar, Whole Grain Oat Flour, Natural Strawberry Apple Flavor (Includes Strawberry Juice Concentrate And Acetic Acid), Dried Apple Puree, Mixed Tocopherols (To Maintain Freshness), Sunflower Lecithin, **Vitamins And Minerals: Choline Bitartrate, Iron (Electrolytic), Vitamin E (Alpha Tocopheryl Acetate), Niacinamide (A B Vitamin), Vitamin B6 (Pyridoxine Hydrochloride), Vitamin B1 (Thiamine Hydrochloride).**



Naturally Functional

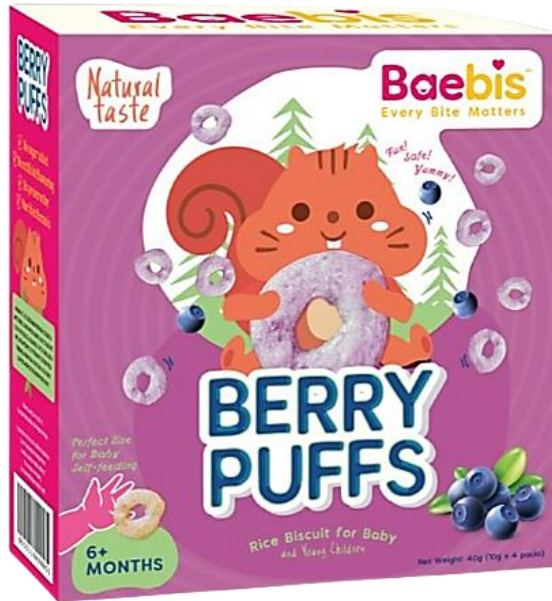


Gerber Natural Pear Baby Food

- Start your baby's love of fruits early with Gerber 1st Foods Natural Pear Baby Food.
- **Made with all-natural fruit**, this Gerber pear puree with vitamin C contains 2-1/2 servings of fruit per jar.
- The pears that go into Gerber purees are grown using Clean Field Farming practices to ensure they're nutritious, wholesome and safe for every tiny tummy.

Ingredients : Pears, **Vitamin C** (Ascorbic Acid).

Naturally Functional



Baebis Berries Puff

- Using brown rice and Calrose rice
- No artificial flavors or colors
- Melt in their mouth good

Ingredients : Brown Rice, Calrose Rice, Apple Juice Concentrate, Blueberry Powder, Strawberry Powder.

Naturally Functional



Balance Organic Rice Snack

- BALANCE Natural Rice Snack. The delicious crispy snack that everyone can enjoy. Baked to reduce fat with no MSG, no coloring, and no artificial flavor. Also, free from the top 8 allergenic foods, so it is safe even for kids with food allergies.

Ingredients : Organic Jasmine Rice, Organic Sunflower Oil, Seaweed Seasoning, Organic Tapioca Starch, Organic Sugar, Salt, and Antioxidant (d-alpha-tocopherol).

Naturally Functional



Danalac, Natural Baby Biscuits Finger Food Snack

- Easily digestible biscuits enriched with vitamins and minerals.
- Crispy and easily dissolvable in baby's mouth and suitable for babies to chew on.
- Nutritionally tailored for babies 6+ months.

Ingredients : Wheat Flour, Sugar, Non-hydrogenated Vegetable Oil (Palm & Olive), Corn Starch, Potato Starch, Barley Malt, Honey, Skimmed Milk Powder, Salt, Raising Agents (Ammonium Hydrogen Carbonate, Sodium Hydrogen Carbonate, Sodium Acid Pyrophosphate), Emulsifier (Soy Lecithin), L-cysteine (Non-animal Derived), Mineral Salts, Vitamins, Aroma Cream, Aroma Vanilla.

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THANK YOU