



MARKET TRENDS IN SRI LANKA – BABY FOOD



MARKET OVERVIEW AND KEY TRENDS

Market Revenue (2022 – 2027)



US\$81,830m

In comparison, most revenue is
generated in China

US\$1.79bn

in 2022

4.03%

CAGR

US\$82.98

Revenues per person



14.5kg

Volume per person



Key Trends in Baby Food

01 Snackification

- Parents are willing to buy innovative snacks that deliver on taste, are safe and offers health benefits that they're looking for.
- For this reason, there has been a market growth for snack foods rich in nutrition for babies to meet their daily nutritional requirement.

02 Naturally Functional

- Besides feeding their babies more vegetables and fruits from the start, parents are also choosing simple, natural food products - the fewer ingredients, the better.
- Parents are seeking more natural food products that are functional and healthy.

03 Emerging Nutrient Density

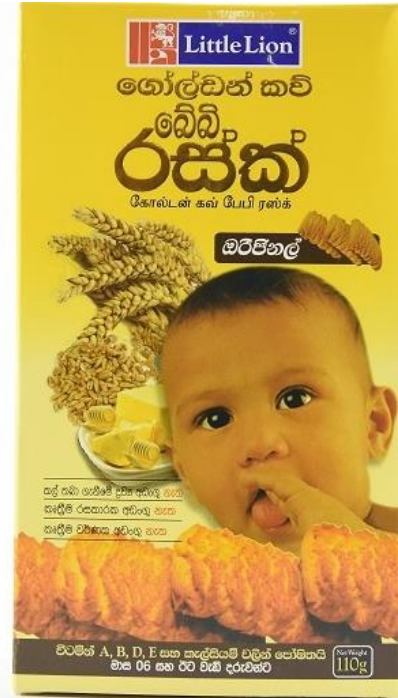
- Parents are becoming more aware of the benefits of advanced nutritional ingredients, which is reflected in the growing demand for probiotics for infants and children.
- With a much broader range of infant formulas available, parents can now select a formula based on their infants' nutrients need.

Snackification

Little Lion Golden Cow Rusk Original

- Enriched with Vitamin A,B,D,E & Calcium
- No Preservatives
- No Artificial Flavors
- No Artificial Colors

Ingredients: Wheat Flour, Sugar, Corn Flour, Butter, Margarine, Milk Powder, Leavening Agents (INS 503ii, INS 500ii), Natural Fruit Flavors (Banana & Apple), Calcium, *Vitamins.



Snackification



Munchee Baby Rusks Apple

- Enriched with Vitamins
- 6 minerals
- No Preservatives
- No Artificial Flavors
- No Artificial Colors



Munchee Baby Rusks Apple

- Enriched with Vitamins
 - 6 minerals
- No Preservatives
- No Artificial Flavors
- No Artificial Colors

Ingredients: Organic Cornflour, Organic Millet, Organic Sunflower Oil, Organic Broccoli Powder (10%), Organic Spinach Powder (2%), Thiamin (B1).

Snackification

Rafferty's Garden Baby Food Banana Milk Teething Rusks

- Teething is an exciting milestone parents and babies. Rafferty's Garden Banana Milk Teething Rusks are hard baked to help relieve teething symptoms for your baby as their little teeth start to emerge. They have no added sugar, and a tasty banana flavour.

Ingredients: Wheat Flour, Banana (5%), Skim Milk Powder (1.5%), Wheat Germ, Yeast, Natural Flavour, Salt, Mineral (Iron).



Naturally Functional



Cow & Gate Baby Food Creamy Porridge

- Cow & Gate cereals contain no added sugar or salt and provide a source of iron & calcium.
- With gentle flavours and smooth textures, they are great for first breakfasts and gluten free.

Ingredients: Milled Corn (27%), Skimmed Milk Powder (26%), Milled Rice (18%), Demineralised Whey Powder (From Milk), Vegetable Fat (Palm Oil, Rapeseed Oil, Coconut Oil, High Oleic Sunflower Oil, Emulsifier (Soy Lecithin)), Minerals (Calcium, Iron, Iodine), Vitamins (Vitamin C, Vitamin E, Vitamin A, Vitamin D3, Biotin, Vitamin B1, Vitamin B6), Natural Vanilla Flavour.

Naturally Functional



Bellybees- Infant Meal Jar - Cauliflower, Carrot and Broccoli

- Bellybees infant blends are crafted carefully to aid babies development giving them healthy meal options.
- These products are freshly made with 100% natural ingredients. Suitable for babies over 8 months old.

Ingredients: Cauliflower, Carrot, Red Rice, Broccoli and Lime Juice.

Naturally Functional



Gerber Yogurt Blends Peach

- A tasty and nutritious yogurt snack, made with real whole milk and real fruit for growing babies
- Provides Calcium & Vitamin D to help support healthy bone development
- Creamy texture and taste babies love
- No preservatives, artificial sweeteners or flavors

Ingredients: Cultured Whole Milk, Sugar, Peach Puree (Water, Peach Puree Concentrate), Tapioca Starch, Nonfat Dry Milk, Citrus Pectin, Gelatin, Citric Acid, Peach Juice Concentrate, Natural Peach Flavor, Annatto Extract Color.

Emerging Nutrient Density

Belly Bees Baby Cereal with Milk

- Full of nutrients that every baby needs, this new “Bellybees” infant cereal is a healthy mix of Rice, Corn, Soya, Green Grams and Milk, which is then blended into a fine mix of taste. Ideal for young’uns aged six months and above, this is the only infant cereals available locally that uses 100% natural ingredients.

Other Ingredients: Rice, Green Gram, Soya, Iron and Natural Vitamins.



Emerging Nutrient Density

Nestlé NAN Lactose Free

- NAN lactose free is a food for special medical purposes, specially designed for children who are intolerant to lactose.
- Contains carbohydrate with low osmolality
- Dha & ara
- Development of the brain and eyes in infant.
- Nucleotides to help repair intestinal mucosa.

Ingredients: Glucose Syrup, Vegetable Oils (Palm Olein, Low Erucic Acid Rapeseed Oil, Coconut Oil, Sunflower Oil, Sunflower High Oleic Oil), Whey Protein, Acid Casein, Minerals (Calcium Citrate, Potassium Chloride, Magnesium Chloride, Potassium Hydroxide, Sodium Phosphate, Calcium Phosphate, Potassium Phosphate, Sodium Hydroxide, Ferrous Sulfate, Zinc Sulfate, Copper Sulfate, Manganese Sulfate, Potassium Iodide, Calcium Hydroxide, Sodium Selenate), Soya Lecithin (INS 322i), Citric Acid, Vitamins (Vitamin C, Niacin, Vitamin B5, Vitamin E, Thiamine, Vitamin A, Riboflavin, Vitamin B6, Folic Acid, Vitamin K, Biotin, Vitamin D, Vitamin B12), Algal Oil High in DHA (0.1%), Fungal Oil High in ARA (0.1%), Choline, Probiotic Culture DSM 17938* Lactobacillus reuteri, Inositol, Taurine, Nucleotides (0.02%), L-Carnitine.



Emerging Nutrient Density

Nestlé NAN Lactose Free

- Our Sweet Potato, Carrot & Barley pouch is made with the goodness of wholegrain barley, with the added benefit of prebiotics. A savoury vegetable flavour that's packed full of the goodness of grains and veggies. With no added salt or sugar, no preservatives or artificial, it's a savoury meal that you can feel good about.

Ingredients: Water, Carrot (25%), Sweet Potato (8%), Barley (7%), Prebiotic Fibre (Inulin), Parsley (0.05%).



References

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THANK YOU