



MARKET TRENDS IN THAILAND: BABY FOOD



MARKET OVERVIEW AND KEY TRENDS

Market Revenue (2022 – 2027)



US\$81,827m

In comparison, most revenue is
generated in China

US\$4,151m

in 2022

4.46%

CAGR

US\$59.24 m

Revenues per person



10.5kg

Volume per person



Key Trends in Baby Food

01 Infant Formula based on Goat Milk

- Companies have been boosting demand by providing attractive price promotions throughout 2020 and 2021 due to rising price sensitivity, in addition to launching new products.
- This trend will be driven by formula milk, with Hi-Q and Dumex Dugro from Dumex Thailand as well as DG3, which is based on goat milk, continuing to offer discounts through several pharmacies and modern grocery retailers nationwide.

Modern & Convenient Packaging

- More convenient packaging becomes a focus with an emphasis on food safety and hygiene, especially when it comes to baby food.
- Consumers pay the most attention to food safety and this certainly extends to the choice of packaging.

03 Emerging Nutrient Density

- Interest of parents in health and wellness for babies who are allergic to food with additives, colorings, artificial flavorings etc.
- Fortified products offer the opportunity to switch dietary plans for health purposes, without worrying about missing out on nutrients.

Milk Formula based on Goat Milk

Sure Steps Gold3 Goat Milk Powder

- Made from natural goat milk from a high standard farm.
- Contains 67% goat's milk to help support healthy growth and help maintain digestive and immune systems. to grow up to be healthy It is canned packaging.
- Small fat, easy to digest, easy on the stomach, rich in natural nutrients. And a lot of brain development nutrients DHA, ARA, omega 3,6,9, choline, taurine and vitamin B12 than general goat milk.

Ingredients: Goat Milk Solids 67%,Corn Syrup Solids 21%, Vegetable oil (Sunflower oil, Canola oil)9.2%, Minerals 1%, ARA 0.68%, DHA 0.63%, Vitamins 0.2%.



Milk Formula based on Goat Milk

DG1 Goat Milk Infant Formula

Description:

- DG1 Goat Milk Infant Formula DG1 Baby food prepared from goat milk, size 400g for babies from birth to 1 year.
- Contains goat's milk protein and a variety of important nutrients.
- Helps to grow up to age, ARA helps develop brain and vision, Omega 3,6, 9 helps in brain function, Choline improves learning and memory, Taurine improves retinal function and Zinc helps in body growth.



Milk Formula based on Goat Milk

Kabrita Gold Goat Milk Based (from birth)

- Each can contains 800g (28.21oz)
- Acids (DHA & AA) and prebiotic fibers (GOS)
- Contains additional whey proteins to ensure the correct amount of amino acids in the formula
- Made from high quality goat milk, this formula is enriched with all the required vitamins and minerals that a newborn baby needs to grow and prosper.

Ingredients: Lactose (Milk), Vegetable Oils (High Sn-2 Palmitic Acid Oil, Soybean Oil, High Oleic Sunflower Oil, Palm Kernel Oil, Sunflower Oil), Skimmed Goat Milk Powder, Goat Whey Protein Concentrate (Milk), Glucose Syrup Solids, GOS (Milk), Minerals (Tri Calcium Phosphate, Calcium Carbonate, Magnesium Carbonate, Ferrous Sulphate, Zinc Sulphate, Manganese Sulphate, Copper Sulphate, Potassium Iodide, Sodium Selenate), Marine Oil Containing DHA (Fish), Aa-oil, Choline Bitartrate, Vitamins (Ascorbic Acid, Dl-alpha Tocopheryl Acetate, Nicotinamide, D-calcium Pantothenate, Thiamine Hydrochloride, Riboflavin, Retinyl Acetate, Pyridoxine Hydrochloride, Folic Acid, Phytomenadione, Biotin, Cholecalciferol, Cobalamine), Choline Chloride, Taurine, Meso-inositol, L-carnitine.



Modern pack types to come to the fore as consumers become more sophisticated



Loulouka Pouch – All 4 Flavours

Pack of 10 pouches of 4 types: either Oaty Blues, Aloha Apple, Tango Mango, My ABC's, Mandarin Magic, and Strawberry Kiss

- No added sugars
- Pure, nutritious and always organic
- Finely mashed
- Clever, re-closable cap
- The perfect snack
- From 6 months

Ingredients Mandarin Magic: 72% Apple Puree*, 18% Banana Puree*, 5% Mandarin Juice*, 4,7% Orange Juice*, Ascorbic Acid.

*of organic origin

Modern pack types to come to the fore as consumers become more sophisticated



Gerber Apple Banana with Oatmeal Cereal Baby Food Tub

- This non-GMO Gerber baby food stage 2 recipe includes 1/3 apple, a hint of banana and 3 tablespoons oats with no artificial colors or flavors.
- Gerber banana baby oatmeal has iron, calcium, vitamins C and E, zinc and B vitamins. This baby puree provides 45% daily value of vitamin C. Gerber 2nd Foods helps expose babies to a variety of tastes and ingredient combinations, which is essential to help them accept new flavors.
- Tuck the convenient BPA-free Gerber fruit tubs into a diaper bag to feed your sitter on the go.

Ingredients Apple Banana: Apples, Apple Juice (Water, Apple Juice Concentrate), Water, Whole Oat Flour (Contains Wheat), Bananas (Banana Puree Concentrate, Water), Citric Acid, Vitamins & Minerals: Calcium Phosphate, Vitamin C (Ascorbic Acid), Iron (Ferrous Sulfate), Zinc Sulfate, Niacinamide, Vitamin E (Alpha Tocopheryl Acetate), Thiamin Mononitrate, Riboflavin, Vitamin B6 (Pyridoxine Hydrochloride), Vitamin B12, Folic Acid.

Modern pack types to come to the fore as consumers become more sophisticated



Bamba Peanut Butter Baby Puffs Family Pack

- For a great snack for the whole family, you'll love having Bamba Peanut Butter Puffs around. An oven baked snack containing 50% peanuts.
- It is a soft yet crispy, savory yet sweet peanut butter puff that is a "better for you" snack option made with 4 simple ingredients.

Ingredients: Peanut Butter (Ground Peanuts), Corn Grits, Palm Oil, Salt.

Emerging Nutrient Density

Nestle Cerelac Infant Cereal with Milk Tomato Carrot

- High **Iron**: 5 mg per serving which provide Iron around 54% *
- **Use Bifidus** BL, probiotics exclusively selected by Nestlé
- **DHA**: 4 mg per serving
- High in **16 vitamins & minerals**
- Vitamin A helps in visualization, aids in helping of visual and body growth
- Vitamin C aids in helping of anti-free radical process
- High Vitamin D and Calcium

Ingredients: Rice Flour 51%, Soya Flour 23%, Sucrose 8.8%, Maltodextrin 4%, Vegetable Oil Mixed (Palm Olein, Rapeseed Oil, Coconut Oil, Sunflower Oil) 3.7%, Tomato powder 3%, Skimmed Milk Powder 2.6%, Vitamins and Minerals Premix 1.7%, Carrot 1%, Pumpkin Squash 1%, Fish Oil Powder 0.2% (Fish Oil 0.05%), Probiotic Blend (Bifidobacterium lactis) 0.1%, Antioxidant (INS301, INS304, INS307b), Acidity Regulator (INS330), Emulsifier (INS322 (i)), Carrier (Maltodextrin), Nature Identical Flavor Added



Emerging Nutrient Density

Dozo Baby Bite Banana Flavor Crispy Rice Snack

- Made from carefully selected Japanese fragrant rice
- Consist of **Vitamin B1** for Healthy Growth
- Fragrant, crispy, delicious, appetizing
- Suitable for children who are learning to chew
- Crispy rice for kids, the number 1 selling product in Thailand that has been trusted by mothers for a long time

Ingredients: Rice Flour, Whole Wheat Flour, Wheat Starch, Cane Sugar, Whole Grain Oat Flour, Natural Banana Flavor, Dried Apple Puree, Mixed Tocopherols (To Maintain Freshness), Sunflower Lecithin, Caramel Color, Vitamin B1 (Thiamine Hydrochloride), Turmeric Extract Color.



Emerging Nutrient Density

Similac Advance Concentrate Infant Formula

- Similac Advance Infant Formula is a nutritionally complete, milk-based formula for your baby's first year with all ingredients carefully selected to meet our high standards.
- **NUTRIENTS:** Features OptiGRO, our exclusive blend of **DHA, Lutein and Vitamin E**, special nutrients found in breast milk that are important for helping support baby's brain and eye development.

Ingredients: Water, Nonfat Milk, Lactose, High Oleic Safflower Oil, Soy Oil, Coconut Oil, Galacto-Oligosaccharides, Whey Protein Concentrate; Less Than 1.0% Of: C. Cohinii Oil, M. Alpina Oil, Beta-Carotene, Lutein, Lycopene, Ascorbic Acid, Calcium Carbonate, Potassium Citrate, Soy Lecithin, Monoglycerides, Potassium Chloride, Carrageenan, Magnesium Chloride, Ferrous Sulfate, Choline Bitartrate, Choline Chloride, Taurine, Calcium Phosphate, Potassium Phosphate, M-Inositol, Zinc Sulfate, Niacinamide, D-Alphatocopheryl Acetate, Calcium Pantothenate, L-Carnitine, Riboflavin, Vitamin A Palmitate, Cupric Sulfate, Thiamine Chloride Hydrochloride, Pyridoxine Hydrochloride, Folic Acid, Manganese Sulfate, Phylloquinone, Biotin, Sodium Selenate, Vitamin D3, Cyanocobalamin, Salt, Potassium Hydroxide And Nucleotides (Adenosine 5'-Monophosphate, Cytidine 5'-Monophosphate, Disodium Guanosine 5'-Monophosphate, Disodium Uridine 5'-Monophosphate).



References

- Statista. (2022). Baby Food - Thailand.
- Euromonitor International. (2022). Baby Food in Thailand. Industry Report.
- New Nutrition Business. (2022). 10 Key Trends in Food, Nutrition & Health 2022. Industry Report.

Photo Via

- <https://www.shutterstock.com/search/thailand+map+flag>
- https://www.freepik.com/free-photo/baby-boy-wearing-diaper-white-sunny-bedroom_16303458.htm#query=baby%20asian&position=0&from_view=search
- https://www.freepik.com/free-photo/top-view-apples-raspberries-with-baby-food_9986615.htm#query=baby%20food&position=7&from_view=search
- https://www.freepik.com/premium-vector/cute-little-baby-boy-eat-porridge-bowl-with-spoon_16161584.htm#query=baby%20food&position=41&from_view=search#position=41&query=baby%20food

Icon via:

- https://www.flaticon.com/premium-icon/revenue_5412646?term=revenue&page=1&position=16&page=1&position=16&related_id=5412646&origin=search
- https://www.flaticon.com/premium-icon/user_3059518?term=person&page=1&position=9&page=1&position=9&related_id=3059518&origin=search



THANK YOU