

Baby Food and Drink - China - July 2014

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“Vegetables, organic ingredients, and minimising packaging size to control nutritional intake could be the springboard for baby food producers to expand penetration among younger parents.”
– Esther Lau, Research Analyst

This report looks at the following areas:

- What are the key drivers and challenges in the Chinese baby food and drink market?
- What are the common traits of the evolving packaged baby food users?
- How can baby food and drink products customise through nutritional benefits and ingredients for different types of mothers?
- How can brands innovate in packaging design more effectively?
- How can baby food brands use specialised online forums as marketing differentiators to create a competitive advantage?

The potential migration towards homemade baby food is inextricably linked to many of China's economic and social concerns: lower economic productivity, tightening infant formula regulations and ongoing food safety anxiety. However, the increasingly diverse range of new manufactured product launches is expected to benefit from the changes to family planning policy. To provide the right products to encourage mothers to try new variants or maintain loyalty, baby food companies need to evaluate complex consumption patterns – including purchasing barriers, interests in specific nutritional benefits and packaging design.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Introduction

Definition
Methodology
Abbreviations

Executive Summary

The market

Figure 1: Total China retail value sales of baby food and drinks, 2009-19

Companies, brands and innovations

Figure 2: Leading companies' market shares in the China retail baby food and drink market, by value, 2013

Growing up milk and baby formula

Baby cereals top new launches in 2013

Vegetable-based and organic claims carried by 53% of launches

The consumer

Simultaneous usage between packaged and home-cooked baby food

Figure 3: Baby food usage (including packaged and homemade baby food) in the last three months, March 2014

Baby Formula Milk Powder outperformed other packaged products

Figure 4: Frequency of eating baby food (including packaged and homemade baby food) in the last three months, March 2014

Major challenges – Food safety concerns and age of baby

Figure 5: Reasons for not using packaged baby food in the last three months, March 2014

Scope to boost no additives and natural ingredients

Figure 6: Factors influencing packaged baby food choice, March 2014

Strengthen immunity, brain and bone development tap into packaged baby food to advance

Figure 7: Interest in benefits from packaged baby food, March 2014

Mistrust in professional endorsements

Figure 8: Attitudes towards baby food, March 2014

Engaging with online forum

Figure 9: Baby food purchase, behaviour and usage. March 2014

What we think

Issues and Insights

Vegetable and organic claims hold the key to healthy market growth

The facts

The implications

How to reach homemade baby food users?

The facts

The implications

How to draw new users to the baby food and drink market?

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The facts

The implications

Using premiumisation to fine-tune loyalty among affluent mums

The facts

The implications

Trend Application

Trend: Minimize Me

Trend: Influentials

Trend: Extend my Brand

Market Size and Forecast

Key points

Chinese baby food and drink market continues to grow at a steady pace

Figure 10: Total China retail value and volume sales of baby food and drinks, 2009-19

Market forecast

Figure 11: Total China retail value sales of baby food and drinks, 2009-19

Figure 12: Total China retail market volume of baby food and drinks, 2009-19

Forecast methodology

Market drivers

Ageing population drives the easing of the one-child policy

Sustainable growth in urbanisation and employment awakens the importance of healthy lifestyle

Figure 13: Annual growth in rural and urban household income, China, 2009-13

The potential new consumer class – Young migrant workers

Environmental and food safety concerns drive premium baby food products

Market barriers

Ongoing mistrust – Strong competition from homemade baby food

Tighter regulations on infant formula milk

Challenges for domestic companies – Price fixing by foreign players has lowered average retail prices

Grandparents can be a major resistance to manufactured baby food and drink products

Multiple economic factors could depress baby food consumption

Market Segmentation

Key points

Baby formula milk and cereals/snacks dominated

Figure 14: Value of the China retail baby food market, by segment, 2008-13

Figure 15: Volume of the China retail baby food market, by segment, 2008-13

Figure 16: Conversions for milk for powder/liquid

Biscuits and rusks gain greater presence

Market Share

Key points

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Report Price: £2463.80 | \$3990.00 | €3129.79

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The need for infant milk gives international companies the lead

Figure 17: Leading companies' market shares in the China retail baby food and drink market, by value, 2010-13

Figure 18: Leading companies' market shares in the China retail baby food and drink market, by volume, 2010-13

Domestic companies step up for NPD

Figure 19: Leading companies' innovation shares in the China retail baby food market, by share of variants, 2013

Who's Innovating?

Key points

Baby cereals top new launches in 2013

Figure 20: Share of new product launches within the China baby food, drink and milk market, by segment, 2009-14

Growing up milk and baby formula

Vegetable-based and organic claims carried by 53% of launches

Figure 21: Share of new product launches within the China baby food, drink and milk market, by claims, 2009- 13

Figure 22: Shares of organic innovations in the China retail baby food market, by country, 2013

Flexible and can packaging lead

Figure 23: Share of new product launches within the China baby food, drink and milk market, by package types, 2009-13

Figure 24: Share of new product launches within the China baby food, drink and milk market, by total package sizes, top 10, 2009-13

Companies and Brands

International companies

Nestlé S.A.

Mead Johnson

Danone

Heinz

Domestic companies

Yili

Beingmate

Biostime

The Consumer – Usage of Baby Food

Key points

Simultaneous usage between packaged and home-cooked baby food

Figure 25: Baby food usage (including packaged and homemade baby food) in the last three months, March 2014

Figure 26: Baby food usage (breast milk) in the last three months, by age of child, March 2014

Who prefers homemade baby food or packaged baby food?

Figure 27: Most popular baby food usage (including packaged baby food) in the last three months, by demographics, March 2014

How will the new family planning policy influence packaged baby food consumption?

Elderly people's decisions are influential

Figure 28: Most popular baby food usage (including packaged baby food) in the last three months, by role in purchasing baby food and drinks, March 2014

So how to target the elderly?

The Consumer – Frequency of Eating Baby Food

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Key points

How to target younger and older mothers?

Figure 29: Repertoire of baby food usage of packaged food in the last three months, by demographics, March 2014

Baby formula milk powder outperformed other packaged products

Figure 30: Frequency of eating baby food (including packaged and homemade baby food) in the last three months, March 2014

Boosting usage of baby juice blends with mixed vegetables and fruits for mothers born in the late 1980s and 1990s

Figure 31: Baby food usage (including packaged baby juice and packaged vegetable and fruit) in the last three months, by age, March 2014

How to maintain usage of packaged baby meals for older parents (over-35s)?

Figure 32: Baby food usage (packaged baby meals) in the last three months, by demographic, March 2014

The Consumer – Reasons for Not Using Packaged Baby Food

Key points

Major challenges – food safety concerns and age of baby

Figure 33: Reasons for not using packaged baby food in the last three months, March 2014

Who commonly perceives packaged meat and fish, package baby juice and dairy drinks to be unsafe?

Figure 34: Most popular reasons for not using packaged baby meat/fish food, packaged baby juice and dairy drinks in the last three months, by demographics, March 2014

The nutritional information should be emphasised in future NPD

Figure 35: Share of new product launches within the China baby food, drinks and milk market, by claims, 2008-14

The Consumer – Factors Influencing Packaged Baby Food Choice

Key points

Scope to boost no additives and natural ingredients

Figure 36: Factors influencing packaged baby food choice, March 2014

Figure 37: Share of new product launches within the China baby food, drink and milk market, by no additives/preservatives, 2008-14

Figure 38: Most popular factors influencing packaged baby food choice – Rank 1, by age and monthly personal income, March 2014

Premium baby food products to surge in China

Figure 39: Share of new product launches within the China baby food, drink and milk market, by price, Q3/Q4 2013 and Q1/Q2 2014

The Consumer – Interest in Benefits from Packaged Baby Food

Key points

Strengthen immunity, brain and bone development tap into packaged baby food to advance

Figure 40: Interest in benefits from packaged baby food, March 2014

Figure 41: Most popular interest in benefits from packaged baby food, by monthly personal income, March 2014

Figure 42: Share of new product launches within the China baby food, drink and milk market, by claims, 2008-14

Interest in specific benefits found in different packaged products

Figure 43: Baby food usage (packaged) in the last three months, by most popular interest in benefits from baby formula milk powder, March 2014

Figure 44: Baby food usage (packaged) in the last three months, by most popular interest in benefits from packaged baby food, March 2014

'Secondary benefits' addressed in packaged baby food for households with two children?

Figure 45: Most popular interest in benefits from packaged baby food, by number of children in household, March 2014

Figure 46: Most popular interest in benefits from packaged baby food, by age, March 2014

The Consumer – Attitudes Towards Baby Food

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Key points

Mistrust in professional endorsements

Figure 47: Attitudes towards baby food, March 2014

Organic claims have yet to fulfil consumer demand

Organic NPD is key for mothers aged 20-29

Figure 48: Attitudes towards baby food, by age, March 2014

Foreign labels – International varieties inspire packaged meals

Figure 49: Agreement with the statement “It’s worth paying more for imported baby foods”, by demographics, March 2014

Can domestic companies persuade Chinese parents to switch to manufactured baby food?

Figure 50: Agreement with the statement “China’s baby food brands are just as reliable as international brands”, by monthly personal income, March 2014

The Consumer – Attitudes Towards Baby Food Purchase, Behaviour and Usage

Key points

Engaging with online forums

Figure 51: Baby food purchase, behaviour and usage. March 2014

How can using online forums drive revenue?

Appealing ingredients’ images and education through label design makes mothers tick

The size matters – minimising the package

Figure 52: Agreement with the statement “I find it inconvenient to feed my baby with the packaged baby food/drink when out of home (eg product not easy to carry around, cannot reseal after opened)”, by demographics, March 2014

Smaller packaging to control nutritional intake and avoid childhood obesity

Opportunity for premium baby-friendly sauces products

Figure 53: Agreement with the statement “I use baby-friendly ingredients when preparing food for my baby (eg baby sauces, walnut oil for babies)”, by monthly household income, March 2014

The Consumer – Target Groups

Key points

Mintel named the four clusters according to their particular characteristics

Figure 54: Target groups, March 2014

Family-Oriented Buyers

Figure 55: Family-Oriented Buyers, by demographics, March 2014

Demographics

Characteristics

Marketing implications

Homemade Baby Food Lovers

Figure 56: Homemade Baby Food Lovers, by demographics, March 2014

Demographics

Characteristics

Marketing implications

Emerging Middle-Class

Figure 57: Emerging Middle-Class, by demographics, March 2014

Figure 58: Emerging Middle-Class, by demographics, March 2014

Demographics

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Characteristics

Marketing implications

Premium and Innovation Hunters

Figure 59: Premium and Innovation Hunters, by demographics, March 2014

Demographics

Characteristics

Marketing implications

Appendix – The Consumer – Usage of Baby Food

Figure 60: Baby food usage (including packaged and homemade baby food) in the last three months, March 2014

Figure 61: Most popular baby food usage (including packaged baby food) in the last three months, by demographics, March 2014

Figure 62: Next most popular baby food usage (including packaged baby food) in the last three months, by demographics, March 2014

Figure 63: Baby food usage (including homemade baby food) in the last three months, by demographics, March 2014

Figure 64: Baby food usage (including packaged and homemade baby food) in the last three months, by most popular baby food purchase, behaviour and usage, March 2014

Figure 65: Baby food usage (including packaged and homemade baby food) in the last three months, by next most popular baby food purchase, behaviour and usage, March 2014

Figure 66: Baby food usage (including packaged and homemade baby food) in the last three months, by most popular factors influencing packaged baby food choice – Rank 1, March 2014

Figure 67: Baby food usage (including packaged and homemade baby food) in the last three months, by next most popular factors influencing packaged baby food choice – Rank 1, March 2014

Figure 68: Baby food usage (including packaged and homemade baby food) in the last three months, by most popular factors influencing packaged baby food choice – Rank 2, March 2014

Figure 69: Baby food usage (including packaged and homemade baby food) in the last three months, by next most popular factors influencing packaged baby food choice – Rank 2, March 2014

Figure 70: Baby food usage (including packaged and homemade baby food) in the last three months, by most popular factors influencing packaged baby food choice – Rank 3, March 2014

Figure 71: Baby food usage (including packaged and homemade baby food) in the last three months, by next most popular factors influencing packaged baby food choice – Rank 3, March 2014

Figure 72: Baby food usage (including packaged and homemade baby food) in the last three months, by most popular interest in benefits from packaged baby food, March 2014

Figure 73: Baby food usage (including packaged and homemade baby food) in the last three months, by next most popular interest in benefits from packaged baby food, March 2014

Figure 74: Baby food usage (including packaged and homemade baby food) in the last three months, by most popular attitudes towards baby food – Any agree, March 2014

Figure 75: Baby food usage (including packaged and homemade baby food) in the last three months, by next most popular attitudes towards baby food – Any agree, March 2014

Figure 76: Baby food usage (including packaged and homemade baby food) in the last three months, by other attitudes towards baby food – Any agree, March 2014

Repertoire analysis

Figure 77: Repertoire of baby food usage of packaged food in the last three months, March 2014

Figure 78: Repertoire of baby food usage of packaged food in the last three months, by demographics, March 2014

Figure 79: Baby food usage (including packaged and homemade baby food) in the last three months, by repertoire of baby food usage of packaged food in the last three months, March 2014

Appendix – The Consumer – Frequency of Eating Baby Food

Figure 80: Frequency of eating baby food (including packaged and homemade baby food) in the last three months, March 2014

Figure 81: Frequency of eating baby formula milk powder (including packaged and homemade baby food) in the last three months, by demographics, March 2014

Figure 82: Frequency of eating packaged baby meals (including packaged and homemade baby food) in the last three months, by demographics, March 2014

Figure 83: Frequency of eating packaged baby meat/fish food (including packaged and homemade baby food) in the last three months, by demographics, March 2014

Figure 84: Frequency of eating packaged baby vegetable and fruit (including packaged and homemade baby food) in the last three months, by demographics, March 2014

Figure 85: Frequency of eating packaged baby juice (including packaged and homemade baby food) in the last three months, by demographics, March 2014

Figure 86: Frequency of eating packaged baby dairy drinks (including packaged and homemade baby food) in the last three months, by demographics, March 2014

Figure 87: Frequency of eating baby snacks (including packaged and homemade baby food) in the last three months, by demographics, March 2014

Figure 88: Frequency of eating baby health supplements (including packaged and homemade baby food) in the last three months, by demographics, March 2014

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Baby Food and Drink - China - July 2014

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Figure 89: Frequency of drinking breast milk (including packaged and homemade baby food) in the last three months, by demographics, March 2014
 Figure 90: Frequency of eating homemade meals (including packaged and homemade baby food) in the last three months, by demographics, March 2014
 Figure 91: Frequency of eating homemade meat/fish food (including packaged and homemade baby food) in the last three months, by demographics, March 2014
 Figure 92: Frequency of eating homemade vegetarian food (including packaged and homemade baby food) in the last three months, by demographics, March 2014
 Figure 93: Frequency of eating homemade fruit purée or fruit juice (including packaged and homemade baby food) in the last three months, by demographics, March 2014

Appendix – The Consumer – Reasons for Not Using Packaged Baby Food

Figure 94: Reasons for not using packaged baby food in the last three months, March 2014
 Figure 95: Most popular reasons for not using packaged baby meals in the last three months, by demographics, March 2014
 Figure 96: Next most popular reasons for not using packaged baby meals in the last three months, by demographics, March 2014
 Figure 97: Most popular reasons for not using packaged baby meat/fish food in the last three months, by demographics, March 2014
 Figure 98: Next most popular reasons for not using packaged baby meat/fish food in the last three months, by demographics, March 2014
 Figure 99: Most popular reasons for not using packaged baby vegetable and fruit in the last three months, by demographics, March 2014
 Figure 100: Next most popular reasons for not using packaged baby vegetable and fruit in the last three months, by demographics, March 2014
 Figure 101: Most popular reasons for not using packaged baby juice and dairy drinks in the last three months, by demographics, March 2014
 Figure 102: Next most popular reasons for not using packaged baby juice and dairy drinks in the last three months, by demographics, March 2014
 Figure 103: Most popular reasons for not using baby snacks in the last three months, by demographics, March 2014
 Figure 104: Next most popular reasons for not using baby snacks in the last three months, by demographics, March 2014
 Figure 105: Most popular reasons for not using baby health supplements in the last three months, by demographics, March 2014
 Figure 106: Next most popular reasons for not using baby health supplements in the last three months, by demographics, March 2014

Appendix – The Consumer – Factors Influencing Packaged Baby Food Choice

Figure 107: Factors influencing packaged baby food choice, March 2014
 Figure 108: Most popular factors influencing packaged baby food choice – Rank 1, by demographics, March 2014
 Figure 109: Next most popular factors influencing packaged baby food choice – Rank 1, by demographics, March 2014
 Figure 110: Other factors influencing packaged baby food choice – Rank 1, by demographics, March 2014
 Figure 111: Most popular factors influencing packaged baby food choice – Rank 2, by demographics, March 2014
 Figure 112: Next most popular factors influencing packaged baby food choice – Rank 2, by demographics, March 2014
 Figure 113: Other factors influencing packaged baby food choice – Rank 2, by demographics, March 2014
 Figure 114: Most popular factors influencing packaged baby food choice – Rank 3, by demographics, March 2014
 Figure 115: Next most popular factors influencing packaged baby food choice – Rank 3, by demographics, March 2014
 Figure 116: Other factors influencing packaged baby food choice – Rank 3, by demographics, March 2014

Appendix – The Consumer – Interest in Benefits from Packaged Baby Food

Figure 117: Interest in benefits from packaged baby food, March 2014
 Figure 118: Most popular interest in benefits from packaged baby food, by demographics, March 2014
 Figure 119: Next most popular interest in benefits from packaged baby food, by demographics, March 2014

Appendix – The Consumer – Attitudes Towards Baby Food

Figure 120: Attitudes towards baby food, March 2014
 Figure 121: Agreement with the statement 'It's worth paying more for organic baby foods', by demographics, March 2014
 Figure 122: Agreement with the statement 'It's worth paying more for imported baby foods', by demographics, March 2014

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Figure 123: Agreement with the statement 'China's baby food brands are just as reliable as international brands', by demographics, March 2014
 Figure 124: Agreement with the statement 'It is worth trying different brands of baby food before finding the best one for my baby', by demographics, March 2014
 Figure 125: Agreement with the statement 'It is safer to feed babies with different food products from the same brand', by demographics, March 2014
 Figure 126: Agreement with the statement 'Baby food brands offering loyalty/membership schemes are more reliable', by demographics, March 2014
 Figure 127: Agreement with the statement 'I worry about my child's health and nutrition status', by demographics, March 2014
 Figure 128: Agreement with the statement 'It's important that women take health supplements during pregnancy', by demographics, March 2014
 Figure 129: Agreement with the statement 'Baby health supplements can provide the nutrition which they can't get from their everyday diet', by demographics, March 2014
 Figure 130: Agreement with the statement 'Baby formula milk powder is more nutritious than cow's milk', by demographics, March 2014
 Figure 131: Agreement with the statement 'It is worth paying for professional baby-feeding guidance from nutritionists that are not associated to the brands', by demographics, March 2014
 Figure 132: Agreement with the statement 'Recommendations about baby food from doctors are reliable', by demographics, March 2014
 Figure 133: Agreement with the statement 'I am not convinced of the baby food product reviews on media', by demographics, March 2014

Appendix – The Consumer – Attitudes Towards Baby Food Purchase, Behaviour and Usage

Figure 134: Baby food purchase, behaviour and usage. March 2014
 Figure 135: Most popular baby food purchase, behaviour and usage, by demographics, March 2014
 Figure 136: Next most popular baby food purchase, behaviour and usage, by demographics, March 2014
 Figure 137: Other baby food purchase, behaviour and usage, by demographics, March 2014

Appendix – The Consumer – Target Groups

Figure 138: Target groups, March 2014
 Figure 139: Target groups, by demographics, March 2014
 Figure 140: Baby food usage (including packaged and homemade baby food) in the last three months, by target groups, March 2014
 Figure 141: Frequency of eating baby food (including packaged and homemade baby food) in the last three months, by target groups, March 2014
 Figure 142: Baby Food purchase, behaviour and usage, by target groups, March 2014
 Figure 143: Interest in benefits from packaged baby food, by target groups, March 2014

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