

Baby Supplementary Food - China - November 2018

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“With stricter regulation under way, parents are now more confident feeding their children packaged baby supplementary food. Coupled with strong willingness to trade up, total market value is expected to maintain steady growth in the next five years.”

– Cici Wu, Research Analyst

This report looks at the following areas:

- Meet competition from international brands by introducing local recipes
- Homemade brands can bring dynamics to the market
- Support busy parents with better care

Products with organic, local and functional claims are attracting greater attention in the market. Consumers are becoming more rational in choosing products and their priority is to find the best fit. Their open attitude towards emerging purchasing channels as well as sources of information is ushering dynamic interactions between marketers and target consumers.

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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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