

Baby Food in China

September 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Continuous decline in birth rate leads to further decline in sales of milk formula
Launch of new national standards for milk formula leads to greater market concentration
Extending penetration to lower-tier cities is key to success for milk formula brands

PROSPECTS AND OPPORTUNITIES

Brands to focus on niches such as goats’ milk formula in bid to boost growth
Further penetration for powder special baby milk formula, in line with greater education
Baby food (excluding milk formula) to see sustained growth, alongside continuous product innovation and further education

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Dairy Products and Alternatives in China - Industry Overview

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