

# Milk Formula: Innovation and Segmentation Strategies Amid Entrenched Challenges

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Scope

Key findings

## FEWER GROWTH AREAS IN MILK FORMULA

Demographic challenges encourage shift in geographic focus

Declining birth rates trend in emerging markets set to accelerate

Lower volume sales growth prospect fuels push for premiumisation

Growing-up and special milk formula sole future growth drivers

Special baby milk formula: high growth in Asia Pacific and the US

## INNOVATION AND SEGMENTATION STRATEGIES

HA milk formula helps Nestlé and Reckitt Benckiser sustain growth

Rivals follow in the footsteps of the pioneer a2 Milk Company

Organic milk formula, no longer a niche, gains prominence in China

Goat and sheep milk formula: solid expansion in China and beyond

New challenges for growing-up milk formula targeting 2-5-year-olds

Milk formula for children aged over three to improve child nutrition

Product attributes: developed and emerging economies diverge

Conclusions: innovation and segmentation to build premiumisation

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