

Asia-Pacific Baby Infant Formula Market is Growing in Huge Demand | Top Players, End User and Forecast

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WILMINGTON, DE, UNITED STATES, September 8, 2025 /EINPresswire.com/ -- [Asia-Pacific baby infant formula market size](#) was garnered \$11.4 billion in 2017, and is expected to generate \$26.8 billion by 2026, and growing with a CAGR of 9.8% from 2019 to 2026.



Innovative packaging to influence buying behavior, rise in disposable income, and increase in awareness toward adequate nutrition have propelled the growth of the Asia-Pacific baby infant formula market. In addition, busy consumer lifestyle has fueled the growth of the market. However, surge in breastfeeding due to government initiatives impedes the growth of the market to certain extent. Moreover, the surge in preference for organic infant formula food, rise in use of goat milk in baby infant formula, and addition of prebiotic and probiotics in infant food are expected to offer numerous opportunities in the near future.

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The growth of infant formula is highly dependent on the awareness among the consumers to provide complete nutrition to their child. Demand for infant formula is higher in the emerging countries, as they are equally growing in terms of money and population. Countries such as China and India occupy larger market share, as companies need to address rapidly changing consumer needs to cater to their emerging demand. Moreover, upsurge in online sale of infant formula products would be expected to increase the overall revenue for the industry.

According to the Federal Food, Drug, and Cosmetic Act, baby infant formula refers to food that

purports to be or is represented for special dietary use solely as a food for infants by reason of its simulation of human milk or its suitability as a complete or partial substitute for human milk. The significant factor that influences a child development and growth is nutrition. Infant formula is produced for feeding babies and infants, which are under 12 months of age. Infant formula facilitates healthy growth & development of babies, improves cognitive performance and development, prevents them from allergies, and increases gastrointestinal health & immunity.

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Moreover, consumer prefer to purchase infant formula from stores such as supermarkets and retail stores; however, this scenario is changing and customers are changing their preference toward online channels. Online sales have evolved as a key source of revenue for many companies. The online sales market is expected to expand at a higher rate in the near future, owing to rapid penetration of smartphones, increase in m-commerce sales, and ease in payment options. However, the collaborative initiatives of various organizations, such as World Health Organization (WHO) and United Nations International Children's Emergency Fund (UNICEF), have increased the overall awareness about breastfeeding among women. This in turn limits the overall revenue generation for the Asia-Pacific baby infant formula market.

Continuous innovation in product functionality along with coherent strategies such as tailored packaging, which reflect the healthy ingredients of the baby food products allow major players in the Asia-Pacific baby infant formula market to sustain in the consumer-centric market. Moreover, attractive and convenient packaging acts as a key selling point for leading manufacturers. As a result, prominent players in the Asia-Pacific baby infant formula market have introduced baby food in a variety of packaging formats, including, but not limited to stand up pouches, glass & plastic containers, and cans.

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The Asia-Pacific baby infant formula market is segmented into type, ingredient, distribution channel, and region. Based on type, the market is categorized into infant milk, follow-on-milk, specialty baby milk, and growing-up milk. The infant milk segment accounted for the largest market share in 2017, contributing to nearly three-fifths of the total market share. However, the growing-up milk segment is expected to portray the fastest CAGR of 10.9% from 2019 to 2026.

The key players operating in the [Asia-Pacific baby infant formula industry](#) include Arla Foods Amba, Abbott, Campbell Soups, Reckitt Benckiser (Mead Johnson & Company LLC), Perrigo Company Plc, Dana Dairy Group Ltd., Heinz Baby, Gujarat Co-operative Milk Marketing Federation Ltd. (GCMMF), and Danone, Nestle S.A.

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