

Baby Cereal Food Manufacturing Industry.

Start a Profitable Baby Food Production Business



Introduction

Baby Foods are those foods which are given to babies and infants for their sustenance during the few nascent years of their lives and can be demarcated into two types comprising of Infant Formula and Baby Foods. Infant Formulas serve as a replacement of mother's milk as it emulates the nutritional attributes of a mother's milk. And, baby foods are soft minced and mashed vegetables, fruits, meats, cereals, etc. for babies consumption and are sold in the form of purees or powders (to be consumed with the addition of water) and snacks.



Baby foods are essentially the first alternative to the breast milk during the growth and development of babies. Purees of natural fruits and vegetables are given as nutritional food for babies initially. As they grow, the baby food available for them varies from infant formula to solid dried baby foods. Currently, health conscious parents are opting for organic baby foods over conventional baby food.



There are mainly three forms of baby food, which are liquid concentrate, powder, and ready-to-feed. The powder is the least expensive form and it is used by mixing with water before feeding the infant. In the case of the ready-to-feed form of baby food, there is no need of addition of any liquid and mother can feed this directly to the baby. Furthermore, subcategories of baby foods include dried baby food, milk formula, prepared baby food and other baby food such as baby snacks and beverages. Cow milk-based formulas are gaining large adoption in emerging economies in the past few years. Increasing population base, rising disposable income level of individual and growing urbanization, are some of the major reasons, which are expected to be driving the baby food market in all across the globe.

Baby food is either a total or partial substitute for breast milk for infants or toddlers of under two years. It is a soft food, which can be easily consumed by infants and babies. To meet the nutritional requirements of the baby, baby foods are especially designed by the manufacturers. Generally, baby food is prepared with required amount of proteins and iron, so that it properly helps in the baby's growth and initial body development. The baby food market is classified into various segments which include product, health benefits and basic ingredients.



Supermarkets, hypermarkets, small grocery retailers, and health & beauty retailers are the key distribution channels in the baby food industry. Supermarkets are the primarily preferred distribution channel among consumers, followed by health and beauty retailers. However, considering the scenario in few Asian developing countries such as India, small grocery retailers and health & beauty retailers hold significant share considering sales in the region. Small grocery retailers account for a comparatively smaller share in the baby food market but would witness rapid growth over the forecast period. Other distribution channels include discounters, non-grocery retailers, and non-store retailing.

Baby food is one of the fastest growing categories in baby care and overall FMCG industry of India. Baby food market is segmented mainly into infant milk formula, baby cereals, follow-up formula and other products like baby juice, baby soup, and prepared baby food products. All of these products have witnessed significant growth in the past few years.



Baby Food Market size in 2014 was valued at \$50.7 billion and is expected to garner \$72.7 billion by 2020, registering a CAGR of 6.4% during the forecast period 2015-2020. Traditionally, babies are fed with soft home cooked food, a practice that is still popular in underdeveloped and developing countries. However, growing urbanization and changing lifestyles have increased the demand for packaged baby foods in different societies and cultures. These foods are fed to babies between the ages of four to six months and two years. Growing awareness for nutrition, rise in organized retail marketing, urbanization paired with a significant increase in the count of working women population are key factors that boost the baby food industry growth. Concerns related to food safety, falling birth rates, and the practice of feeding home cooked food to babies are the key restraints in this market.

The global baby food market is segmented based on product type, distribution channel and geography. Based on product type, the market is segregated into dried baby food, milk formula, prepared baby food, and other baby food. Presently, milk formula occupies the largest market share followed by the product segment of prepared baby food. However, over the forecast period, product segment of prepared baby food would gain prominent adoption in the global market. Sales of milk formula baby food is highly concentrated in the APAC region. Alternatively, demand for prepared baby food is largely limited to developed regions. However, market for prepared baby food, in developing regions would pick pace over the forecast period, subsequently leading to the dynamic growth of the baby food market in the APAC region.

Global Baby Food Market

CAGR **5.5%**
2017 – 2026

XX.X



2017

XX.X



2026

The global baby food market has been analyzed on the basis of four geographical regions, which include North America, Europe, Asia-Pacific and LAMEA. Asia-Pacific is leading the market in terms of adoption of new and innovative baby food products launched by various companies, followed by the European region. Asia Pacific is the largest market for milk formula and occupies more than half of the overall world baby food market share. Larger demand would be observed in the LAMEA region over the forecast period.



Prepared baby food is the second largest market globally and is expected to grow the fastest CAGR during the forecast period. Growing time constraints among parents are the key factors propelling the increased adoption of prepared baby food. Presently, the demand for prepared baby food is largely limited to developed countries, however, over the forecast period, a considerable adoption would be witnessed in developing countries. Presently, demand for dried baby foods is moderate and would gain a steady pace over the forecast period. Increasing consumption of dried food with nutritionally balanced content is a key factor driving the demand for dried baby food products market.

The global baby food market has experienced significant growth over the past few years, primarily due to rising population of working women, and their concern for good nutrition for their babies. Furthermore, manufacturing of baby food under strict health and safety standards has helped creating the awareness about the usefulness of packaged baby foods in providing the required nutrition for babies. This in turn has escalated the demand for baby food in the world market. Additionally, baby food is gaining popularity in the high income groups as a part of their status quo, especially in the emerging markets, which is expected to further drive the baby food market in emerging economies.

Currently, owing to increasing demand for nutrition from the natural sources, the organic baby food segment is growing at a significant pace and several large players are engaging themselves to cash in the untapped markets.

The demand for baby food in India is witnessing a continuous increase due to rising awareness among parents to adequately fulfil the nutritional requirements of their babies. Though the demand for baby food is comparatively a lot higher in developed countries as compared to developing nations, the market is witnessing increasing demand due to increasing purchasing power of the consumers and busy lifestyle of working women that restricts them to cook food for their babies at home.

Baby food is expected to grow at a constant 2017 value CAGR of 8% during the forecast period to reach INR69.8 billion in 2022. The increasing number of working women, growing nutrition concerns for the development of babies among young mothers and the convenience of baby food available throughout the country will support the growth of baby food in India.



Baby Foods

Demand : Past and Future

Year	(In '000 Metric Tonne)
1990-91	155
2000-01	302
2001-02	320
2002-03	340
2003-04	363
2004-05	387
2005-06	408
2006-07	433
2007-08	461
2008-09	493
2009-10	530
2010-11	583
2011-12	648
2012-13	716
2013-14	791
2014-15	874
2015-16	978
2016-17	1095
2017-18	1226
2018-19	1373
2019-20	1538
2024-25	2895

The Indian baby food is emerging as one of the most promising markets across the globe due to rapid urbanization, expanding middle class, growing population, and increasing women workforce. Other major market drivers include rising disposable income, rising trend of nuclear families and growing number of urban households. The availability of good quality and nutritious baby food is gradually increasing due to the entry of large number of international and domestic players in the India's baby food market.

Machinery Photographs



SUGAR GRINDER



PACKAGING MACHINE



OIL SPRAYER



EXTRUDER WITH FEEDER

Project at a Glance

PROJECT AT A GLANCE								(in lacs)
COST OF PROJECT				MEANS OF FINANCE				
Particulars	Existing	Proposed	Total	Particulars	Existing	Proposed	Total	
Land & Site Development Exp.	0.00	0.00	0.00	Capital	0.00	20.59	20.59	
Buildings	0.00	0.00	0.00	Share Premium	0.00	0.00	0.00	
				Other Type Share				
Plant & Machineries	0.00	34.85	34.85	Capital	0.00	0.00	0.00	
Motor Vehicles	0.00	5.00	5.00	Reserves & Surplus	0.00	0.00	0.00	
Office Automation Equipments	0.00	17.25	17.25	Cash Subsidy	0.00	0.00	0.00	
Technical Knowhow Fees & Exp.	0.00	5.00	5.00	Internal Cash Accruals	0.00	0.00	0.00	
Franchise & Other Deposits	0.00	0.00	0.00	Long/Medium Term Borrowings	0.00	61.76	61.76	
Preliminary & Pre-operative Exp	0.00	1.00	1.00	Debentures / Bonds	0.00	0.00	0.00	
Provision for Contingencies	0.00	3.00	3.00	Unsecured Loans/Deposits	0.00	0.00	0.00	
Margin Money - Working Capital	0.00	16.25	16.25					
TOTAL	0.00	82.35	82.35	TOTAL	0.00	82.35	82.35	

Project at a Glance

Year	Annualised		Book Value	Debt	Dividend	Retained Earnings		Payout	Probable Market Price	P/E Ratio	Yield Price/Book Value
	EPS	CEPS	Per Share		Per Share	Per Share		%		No.of Times	%
1-2	3.91	8.30	13.91	24.00	0.00	100.00	3.91	0.00	3.91	1.00	0.00
2-3	7.56	11.34	21.47	18.00	0.00	100.00	7.56	0.00	7.56	1.00	0.00
3-4	11.09	14.35	32.56	12.00	0.00	100.00	11.09	0.00	11.09	1.00	0.00
4-5	24.92	27.75	57.47	6.00	0.00	100.00	24.92	0.00	24.92	1.00	0.00
5-6	17.43	19.89	74.90	0.00	0.00	100.00	17.43	0.00	17.43	1.00	0.00

Project at a Glance

Year	D. S. C. R.			Debt / Equity - Deposits Debt	Equity as-Equity	Total Net Worth	Return on Net Worth	Profitability Ratio					Assets Turnover Ratio	Current Ratio
	Individual	Cumulative	Overall					GPM	PBT	PAT	Net Contribution	P/V Ratio		
	(Number of times)			(Number of times)		%	%	%	%	%	%			
Initial				3.00	3.00									
1-2	1.25	1.25		1.73	1.73	4.31	8.90%	1.98%	1.54%	4	136.0	26.06%	3.53	1.10
2-3	1.62	1.43		0.84	0.84	2.77	10.07%	3.80%	2.55%	2	148.1	24.32%	3.74	1.20
3-4	2.06	1.62	2.31	0.37	0.37	1.82	10.85%	5.07%	3.28%	3	169.0	24.29%	3.75	1.34
4-5	4.03	2.14		0.10	0.10	0.99	15.70%	10.32%	6.55%	1	223.9	28.60%	3.37	1.70
5-6	3.15	2.31		0.00	0.00	0.79	11.69%	6.52%	4.12%	5	210.8	24.24%	3.19	2.01

Project at a Glance

BEP

BEP - Maximum Utilisation Year	5
Cash BEP (% of Installed Capacity)	69.86%
Total BEP (% of Installed Capacity)	72.27%
IRR, PAYBACK and FACR	
Internal Rate of Return .. (In %age)	32.49%
Payback Period of the Project is (In Years)	2 Years 4 Months
Fixed Assets Coverage Ratio (No. of times)	27.649

Major Queries/Questions Answered in the Report?

- 1. What is Baby Cereal Food Manufacturing industry ?**
- 2. How has the Baby Cereal Food Manufacturing industry performed so far and how will it perform in the coming years ?**
- 3. What is the Project Feasibility of Baby Cereal Food Manufacturing Plant ?**
- 4. What are the requirements of Working Capital for setting up Baby Cereal Food Manufacturing plant ?**

- 5. What is the structure of the Baby Cereal Food Manufacturing Business and who are the key/major players ?**
- 6. What is the total project cost for setting up Baby Cereal Food Manufacturing Business?**
- 7. What are the operating costs for setting up Baby Cereal Food Manufacturing plant ?**
- 8. What are the machinery and equipment requirements for setting up Baby Cereal Food Manufacturing plant ?**

- 9. Who are the Suppliers and Manufacturers of Plant & Machinery for setting up Baby Cereal Food Manufacturing plant ?**
- 10. What are the requirements of raw material for setting up Baby Cereal Food Manufacturing plant ?**
- 11. Who are the Suppliers and Manufacturers of Raw materials for setting up Baby Cereal Food Manufacturing Business?**
- 12. What is the Manufacturing Process of Baby Cereal Food?**

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Reasons for Buying our Report:

- **This report helps you to identify a profitable project for investing or diversifying into by throwing light to crucial areas like industry size, market potential of the product and reasons for investing in the product**
- **This report provides vital information on the product like it's characteristics and segmentation**
- **This report helps you market and place the product correctly by identifying the target customer group of the product**

- **This report helps you understand the viability of the project by disclosing details like machinery required, project costs and snapshot of other project financials**
- **The report provides a glimpse of government regulations applicable on the industry**
- **The report provides forecasts of key parameters which helps to anticipate the industry performance and make sound business decisions**

Our Approach:

- **Our research reports broadly cover Indian markets, present analysis, outlook and forecast for a period of five years.**
- **The market forecasts are developed on the basis of secondary research and are cross-validated through interactions with the industry players**
- **We use reliable sources of information and databases. And information from such sources is processed by us and included in the report**

Scope of the Report

The report titled “Market Survey cum Detailed Techno Economic Feasibility Report on Baby Cereal Food.” provides an insight into Baby Cereal Food market in India with focus on uses and applications, Manufacturing Process, Process Flow Sheets, Plant Layout and Project Financials of Baby Cereal Food project. The report assesses the market sizing and growth of the Indian Baby Cereal Food Industry. While expanding a current business or while venturing into new business, entrepreneurs are often faced with the dilemma of zeroing in on a suitable product/line. And before diversifying/venturing into any product, they wish to study the following aspects of the identified product:

- **Good Present/Future Demand**
- **Export-Import Market Potential**
- **Raw Material & Manpower Availability**
- **Project Costs and Payback Period**

We at NPCS, through our reliable expertise in the project consultancy and market research field, have demystified the situation by putting forward the emerging business opportunity in the Baby Cereal Food sector in India along with its business prospects. Through this report we have identified Baby Cereal Food project as a lucrative investment avenue.

Tags

Cereal for Baby Food, Processing of Baby Food and Infant Formula, Baby Food Cereal Manufacturing Plant, Baby Food Industry, Baby Cereal Food Production, Processing of Baby Food, Baby Cereal Factory, Baby Food Manufacturing, Baby Cereals, Baby Food Manufacturing Process, How to Start a Baby Food Manufacturing Company, How to Make Baby Cereal, Baby Cereal Food Making Factory, Manufacturing Process of Baby Food Products, Baby Food Manufacturing, How to Start a Baby Food Production, Baby/Infant Food Processing, Baby/Infant Food Processing, Baby Food Production, Cereal-Based Baby Food, Foods for Babies, Baby Food and Infant Formula, Baby Food Processing Plant, Production of Baby Food, How to Start a Baby Food Business, How to Start a Baby Food Company, Starting a Baby Food Business, Baby Food Production Unit, How to Start a Baby Food and Formula Business, Baby Food Business Plan, How to Start a Baby Food Production, Baby Food Manufacture, Project Report on Baby Food Processing Industry, Detailed Project Report on Baby Cereal Food Production, Project Report on Baby Cereal Food Production, Pre-Investment Feasibility Study on Baby Cereal Food Production, Techno-Economic feasibility study on Baby Food Manufacturing, Feasibility report on Baby Cereal Food Production, Free Project Profile on Baby Food Manufacturing, Project profile on Baby Food Manufacturing, Download free project profile on Baby Cereal Food Production

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Our Market Survey cum Detailed Techno Economic Feasibility Report provides an insight of market in India. The report assesses the market sizing and growth of the Industry. While expanding a current business or while venturing into new business, entrepreneurs are often faced with the dilemma of zeroing in on a suitable product/line.



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The detailed project report covers all aspect of business, from analyzing the market, confirming availability of various necessities such as Manufacturing Plant, Detailed Project Report, Profile, Business Plan, Industry Trends, Market Research, Survey, Manufacturing Process, Machinery, Raw Materials, Feasibility Study, Investment Opportunities, Cost and Revenue, Plant Economics, Production Schedule,



Working Capital Requirement, uses and applications, Plant Layout, Project Financials, Process Flow Sheet, Cost of Project, Projected Balance Sheets, Profitability Ratios, Break Even Analysis. The DPR (Detailed Project Report) is formulated by highly accomplished and experienced consultants and the market research and analysis are supported by a panel of experts and digitalized data bank.

We at NPCS, through our reliable expertise in the project consultancy and market research field, have demystified the situation by putting forward the emerging business opportunity in India along with its business prospects.....[Read more](#)



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Who are we?

- *One of the leading reliable names in industrial world for providing the most comprehensive technical consulting services*
- *We adopt a systematic approach to provide the strong fundamental support needed for the effective delivery of services to our Clients' in India & abroad*



We at NPCS want to grow with you by providing solutions scale to suit your new operations and help you reduce risk and give a high return on application investments. We have successfully achieved top-notch quality standards with a high level of customer appreciation resulting in long lasting relation and large amount of referral work through technological breakthrough and innovative concepts. A large number of our Indian, Overseas and NRI Clients have appreciated our expertise for excellence which speaks volumes about our commitment and dedication to every client's success.



We bring deep, functional expertise, but are known for our holistic perspective: we capture value across boundaries and between the silos of any organization. We have proven a multiplier effect from optimizing the sum of the parts, not just the individual pieces. We actively encourage a culture of innovation, which facilitates the development of new technologies and ensures a high quality product.



What do we offer?

- *Project Identification*
- *Detailed Project Reports/Pre-feasibility Reports*
- *Market Research Reports*
- *Business Plan*
- *Technology Books and Directory*
- *Industry Trend*
- *Databases on CD-ROM*
- *Laboratory Testing Services*
- *Turnkey Project Consultancy/Solutions*
- *Entrepreneur India (An Industrial Monthly Journal)*

How are we different ?

- *We have two decades long experience in project consultancy and market research field*
- *We empower our customers with the prerequisite know-how to take sound business decisions*
- *We help catalyze business growth by providing distinctive and profound market analysis*
- *We serve a wide array of customers , from individual entrepreneurs to Corporations and Foreign Investors*
- *We use authentic & reliable sources to ensure business precision*

Our Approach

Requirement collection

Thorough analysis of the project

Economic feasibility study of the Project

Market potential survey/research

Report Compilation

Contact us

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Take a look at NIIR PROJECT CONSULTANCY SERVICES on #StreetView

<https://goo.gl/VstWkd>



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