



**International  
Markets  
Bureau**

**MARKET INDICATOR REPORT | SEPTEMBER 2011**



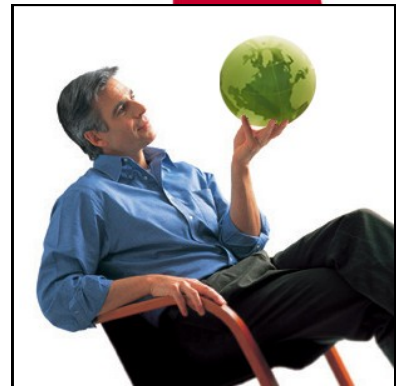
## **Consumer Trends** Baby Food in China



Source: Shutterstock



Source: Shutterstock



## Consumer Trends Baby Food in China



### ▶ EXECUTIVE SUMMARY

China's consumer expenditure on baby food products represented 0.08% of their gross domestic product (GDP) in 2009, the second-largest proportion of all Asian countries (data for 2010 not yet available). However, in retail value, China remained the biggest market in Asia with US\$6 billion in baby food sales.

The Chinese market is becoming more attractive to foreign countries. The value of agri-food imports from Canada increased by 11.9% in 2009-2010, rising from US\$2.5 billion to US\$2.8 billion. Total imports of agri-food products have also increased by 42.2%, rising from US\$51.6 billion to US\$73.4 billion in 2009-2010.

In 2010, China's baby food sales value increased by 21.3%, mainly due to the industry's recovery from the late 2008 milk scandal (milk containing melamine) and consumers' busier lifestyles.

From June 2010 to June 2011, about 179 of the 262 baby food products launched on the Chinese market were completely new products, making it by far the most popular market for new products in Asia Pacific. Japan saw the second-largest number of new product releases, with 79 during that same time period.

### ▶ INSIDE THIS ISSUE

<i>Executive Summary</i>	2
<i>Consumer Trends</i>	2
<i>Retail Trends</i>	3
<i>Retail Sales</i>	4
<i>Forecast Sales</i>	6
<i>Competition</i>	8
<i>New Products and Top Features</i>	9
<i>New Innovative Products</i>	12

### ▶ CONSUMER TRENDS

Chinese consumers usually feed breast milk to babies under six months of age, as it is commonly believed that it helps improve the immune system. While local regulations prevent companies from labelling their products as "closer than ever to breast milk", many brands are promoting their products as beneficial for different aspects of the immune system. Looking for healthy solutions, most parents are likely to extend the use of milk formula products for babies of more than 36 months.

The increasing number of women in the labour market and the growing Chinese middle-class have contributed to increased demand for prepared baby food products, which are more convenient and adapted to busy lifestyles. More and more Chinese parents prefer to buy healthier formulations of prepared baby food with added vitamins and minerals, or calcium-fortification, for example.

Organic baby food entered the Chinese market in 2009. This concept, still relatively unknown in China, is a new trend that emerged from the melamine scandal in late 2008 because consumers were looking for safer products of better quality. There is a potential market in China for organic baby food products, provided that companies are able to educate consumers on the long term benefits of organic food.

This shift in demand towards higher quality products has enabled sales growth through Internet retailers. This is largely due to young parents who are now looking for safer imported products made by brands such as Meiji and Frisco. Since several local companies were involved in the melamine scandal, most international players have built up a trusted image.



Source: Shutterstock

▶ **RETAIL TRENDS**



- ▶ Sales through non-grocery retailers, essentially mother and baby stores such as Les Enphants, and Internet retailing, increased in 2010.
- ▶ Following the melamine scandal, Chinese consumers tend to spend more and choose premium brands of baby food in order to obtain safer products. International brands are perceived as being of better quality, allowing them to increase their range of premium brands and their price.
- ▶ Multi-packs are becoming one of the preferred package types among Chinese consumers. In fact, they tend to buy baby food products containing several individual sachets or larger formats. Between June 2010 and June 2011, the most popular package type for new products was the 250g format, followed by 180g and 400g.
- ▶ Chinese consumers are getting used to powdered milk formula and aren't showing any apparent interest in liquid milk formula, which is still relatively unknown. Increasing knowledge of the benefits provided by powdered milk formula for toddlers is likely to create increasing demand for this product, positioned for babies of more than 36 months. Increasing raw-material costs caused the unit price of milk formula product to increase locally. Over 20% of total baby milk formula is sold through other non-grocery retailers.
- ▶ Dried and prepared baby foods are forecast to grow over the next few years until at least 2015, offering many opportunities for companies wishing to enter this market.
- ▶ Leading brands in the baby food sector are trying to differentiate themselves by integrating elements that improve the health-orientation of their products, such as added vitamins, minerals, and calcium. Most international company shares have stayed stable in 2010, while many local brands, their reputation affected by the melamine scandal, saw their share decrease. Some local companies, like Beingmate Scientific-Industry-Trade Share Co. Ltd. and Wonder Sun Dairy Co. Ltd., were not involved in the scandal and managed to increase their share value by almost 1%.

**Baby Food and Drinks Sales in China (US\$ millions)**

Categories	2005	2006	2007	2008	2009
Baby Drinks	2,281.6	2,504.3	2,771.1	3,093.9	3,507.4
Infant Formula	2,269.0	2,491.1	2,757.3	3,079.6	3,492.6
Baby Juice	12.7	13.3	13.8	14.3	14.9
Baby Food	875.2	968.7	1,081.5	1,214.3	1,369.4
Baby Cereals	709.8	786.9	880.0	989.8	1,118.3
Bottled Baby Food	79.1	87.0	96.4	107.5	120.2
Baby Snacks	57.8	63.6	70.6	78.7	88.2
Canned Baby Food	15.2	16.6	18.3	20.4	22.7
Other Baby Foods	13.3	14.6	16.1	17.9	20.0
Total Baby Food and Drinks	3,156.8	3,473.0	3,852.6	4,308.2	4,876.8

Source: Datamonitor, 2010.



Source: Shutterstock



Source: Shutterstock



Source: Shutterstock



**Sales of Infant Formula in China by Sub-Sector—Retail Value in US\$ Millions**

Sub-Sector	2004	2005	2006	2007	2008	2009
Infant Formula	2094.8	2269.0	2491.1	2757.3	3079.6	3492.6
Follow-on (6-12 months)	1446.4	1574.0	1736.7	1933.2	2170.4	2476.9
Starting (0-6 months)	421.2	451.5	489.5	534.6	588.0	655.6
Toddler (1-5 years)	198.4	214.5	234.6	259.3	289.9	327.6
Special (specific needs due to a disease or dietary problem)	28.7	29	30.3	30.2	31.3	32.5

**Source:** Datamonitor, 2011.

- ▶ Groupe Danone was the leading company in infant formula, accounting for 18.7% of the market in 2009. Its leading brand was Dumex.

**Sales of Baby Juice in China by Sub-Sector—Retail Value in US\$ Millions**

Sub-Sector	2004	2005	2006	2007	2008	2009
Baby Juice	12.1	12.7	13.3	13.8	14.3	14.9
Concentrated	6.3	6.6	6.9	7.1	7.3	7.6
Ready to Drink	5.8	6.1	6.4	6.7	7.0	7.3

**Source:** Datamonitor, 2010.

- ▶ H.J. Heinz Company was the largest baby juice provider for China in 2009, with a 56.9% market share.

**Sales of Baby Cereals in China by Sub-Sector—Retail Value in US\$ Millions**

Sub-Sector	2004	2005	2006	2007	2008	2009
Baby Cereals	642.6	709.8	786.9	880.0	989.8	1118.3
Cereal	398.3	442.6	493.8	555.9	629.6	716.3
Porridge	244.3	267.1	293.1	324.1	360.3	402.0

**Source:** Datamonitor, 2010.

- ▶ Nestle S.A. was the largest baby cereals manufacturer in China, constituting 48.1% of the market in 2009.

**Sales of Bottled Baby Food in China by Sub-Sector—Retail Value in US\$ Millions**

Sub-Sector	2004	2005	2006	2007	2008	2009
Bottled Baby Food	72.2	79.1	87.0	96.4	107.5	120.2
Vegetable Based	26.6	29.1	31.9	35.3	39.2	43.7
Other	23.8	26.1	28.7	31.8	35.5	39.7
Fruit Based	21.8	24.0	26.4	29.4	32.8	36.8

**Source:** Datamonitor, 2010.

- ▶ H.J. Heinz Company was the leading company in the bottled baby food sector with a 33.5% market share in 2009, followed by Beijing Huilian Food Co. Ltd. with 23.3%.



▶ **RETAIL SALES (continued)**

**Sales of Baby Snacks in China by Sub-Sector—Retail Value in US\$ Millions**

Sub-Sector	2004	2005	2006	2007	2008	2009
Baby Snacks	52.7	57.8	63.6	70.6	78.7	88.2
Other Biscuits	15.6	17.2	19.0	21.1	23.6	26.5
Rusks	12.9	14.1	15.5	17.1	19	21.2
Other Snacks	8.3	9.1	10.1	11.2	12.5	14.1
Cereal Bars	7.8	8.5	9.4	10.5	11.7	13.2
Rice Cakes	8.1	8.8	9.7	10.7	11.8	13.2

**Source:** Datamonitor, 2010.

- ▶ In 2009, H.J. Heinz Company was the leader in baby snacks accounting for 54.7% of the market, followed by Nestle S.A. with 34.3%.

**Sales of Canned Baby Food in China by Sub-Sector—Retail Value in US\$ Millions**

Sub-Sector	2004	2005	2006	2007	2008	2009
Canned Baby Food	13.9	15.2	16.6	18.3	20.4	22.7
Other	6.3	6.9	7.5	8.3	9.2	10.2
Fruit Based	4.2	4.6	5.1	5.6	6.3	7
Vegetable Based	3.3	3.6	4	4.4	4.9	5.4

**Source:** Datamonitor, 2010.

- ▶ H.J. Heinz Company was the leading company in canned baby food with 58.3% of the market in 2009.

**Sales of Other Baby Foods in China by Sub-Sector—Retail Value in US\$ Millions**

Sub-Sector	2004	2005	2006	2007	2008	2009
Other Baby Foods	12.1	13.3	14.6	16.1	17.9	20
Baby Fruit Pots	5.3	5.8	6.3	7	7.7	8.6
Baby Yogurts	4.6	5	5.5	6.1	6.8	7.7
Toddler Ready Meals	2.3	2.5	2.7	3	3.4	3.8

**Source:** Datamonitor, 2010.

- ▶ H.J. Heinz Company was the leading company in other baby foods with a 51.2% market share in 2009.



**Forecast Sales of Infant Formula in China by Sub-sector: % Constant Value Growth**

Sub-sector	2009-14 CAGR	2009/14 TOTAL
Infant Formula	12.4	79.6
Follow-on (6-12 months)	13.0	84.3
Starting (0-6 months)	10.6	65.4
Toddler (1-5 years)	12.2	78.2
Special (specific needs due to a disease or dietary problem)	4.0	21.6

Source: Datamonitor, 2010.

- ▶ Sales of infant formula are forecast to increase between 2009 and 2014. Follow-on formula is expected to see the biggest growth as parents recognize that providing formula to their toddlers may expand the health benefits of formula into early childhood.

**Forecast Sales of Baby Juice in China by Sub-sector: % Constant Value Growth**

Sub-sector	2009-14 CAGR	2009/14 TOTAL
Baby Juice	3.5	18.5
Concentrated	3.1	17.6
Ready to Drink	3.8	20.8

Source: Datamonitor, 2010.

- ▶ Ready-to-drink juices are expected to be the fastest growing sub-sector of the baby juice sector between 2009 and 2014. This is mainly due to young Chinese parents looking for more convenient products suitable for their busy lifestyle. Also, baby juice is projected to contain less sugar and more health claims than previous formulations.

**Forecast Sales of Baby Cereals in China by Sub-sector: % Constant Value Growth**

Sub-sector	2009-14 CAGR	2009/14 TOTAL
Baby Cereals	14.5	96.4
Cereal	15.3	103.8
Porridge	12.9	83.2

Source: Datamonitor, 2010.

- ▶ Cereal sales are expected to grow between 2009 and 2014 as it is considered healthy food for children. New cereal products also contain more vitamins and minerals than before to maximize babies' health, a trend that is expected to continue.

**Forecast Sales of Bottled Baby Food in China by Sub-sector: % Constant Value Growth**

Sub-sector	2009-14 CAGR	2009/14 TOTAL
Bottled Baby Food	13.2	85.9
Vegetable Based	12.9	83.3
Other	13.2	86.2
Fruit Based	13.5	88.7

Source: Datamonitor, 2010.

- ▶ Bottled baby food includes purées containing vegetables, fruit and other ingredients. Bottled baby food, which is already prepared and convenient, is forecast to gain popularity.



**Forecast Sales of Baby Snacks in China by Sub-sector: % Constant Value Growth**

Sub-sector	2009-14 CAGR	2009/14 TOTAL
Baby Snacks	13.4	87.2
Other Biscuits	13.7	90.0
Rusks	12.8	82.3
Other Snacks	13.8	89.9
Cereal Bars	13.7	90.7
Rice Cakes	12.6	80.8

*Source: Datamonitor, 2010.*

- ▶ Sales of baby snacks are expected to increase between 2009 and 2014. The majority of new products between June 2010 and June 2011 were vitamin/mineral enhanced, had no preservatives/additives, and/or had functional/fortified characteristics, which demonstrates the trends toward healthy products.

**Forecast Sales of Canned Baby Food in China by Sub-sector: % Constant Value Growth**

Sub-sector	2009-14 CAGR	2009/14 TOTAL
Canned Baby Food	12.7	81.6
Other	12.5	79.2
Fruit Based	12.9	84.1
Vegetable Based	12.7	83.0

*Source: Datamonitor, 2010.*

- ▶ Canned baby food is forecast to grow between 2009 and 2014 and, as is the case for many other baby food categories, is moving toward healthier product formulations.

**Forecast Sales of Other Baby Foods in China by Sub-sector: % Constant Value Growth**

Sub-sector	2009-14 CAGR	2009/14 TOTAL
Other Baby Foods	12.9	83.8
Baby Fruit Pots	12.6	82.1
Baby Yogurts	13.3	88.0
Toddler Ready Meals	13.0	83.8

*Source: Datamonitor, 2010.*

- ▶ Other baby foods, such as noodles, are expected to grow between 2009 and 2014. The majority of new products launched on the Chinese market between June 2010 and June 2011 claimed that they were vitamin/mineral fortified and had added calcium, claims that are expected to gain in popularity.



► **COMPETITION**



**Baby Food and Drinks Company Shares (US\$ Millions and %) - Retail Value**

Company	2008 (US\$ Millions)	2008 (%)	2009 (US\$ Millions)	2009 (%)
Nestle S.A.	777.7	17.1	801.0	15.5
Groupe Danone	590.4	13.0	689.6	13.4
Bristol-Myers Squibb Company	471.4	10.4	540.0	10.5
Wyeth	394.5	8.7	446.1	8.7
H.J. Heinz Company	336.5	7.4	386.6	7.4
Fonterra Co-operative Groupe Limited	263.2	5.8	297.7	5.8
Hangzhou Beingmate Group Co., Ltd.	213.9	4.7	241.8	4.7
Abbott Laboratories	197.5	4.3	229.5	4.5
China Mengniu Dairy Co. Ltd	194.6	4.3	220.0	4.3
Inner Mongolia Yili Industrial Group Co., Ltd.	171.3	3.8	193.7	3.8
Guangdong Yashili Goup Co., Ltd.	123.9	2.7	145.1	2.8
Ausnutria Dairy (Hunan) Co., Ltd.	85.1	1.9	96.3	1.9
American Dairy, Inc.	83.5	1.8	94.4	1.8
Ausmeadow Nutriment Co., Ltd	58.4	1.3	66.1	1.3
Shantou Golden Food Co.,Ltd.	56.0	1.2	63.4	1.2
Beijing Huilian Food Co., Ltd	28.5	0.6	32.0	0.6
FooK Huat Tong Kee Pte Ltd	3.9	0.1	4.0	0.1
Guangzhou Biostime Bio-Products Co., Ltd	0.2	0.0	0.3	0.0
Others	502.2	11.0	613.9	11.9

**Source:** Datamonitor, 2010.



**Source:** Shutterstock

- Since the melamine scandal that occurred in 2008, also known as the milk scandal, many Chinese customers have lost confidence in local companies. Several national companies were involved in the scandal because some of their milk products, such as milk powder, were found to be melamine-tainted and therefore seriously dangerous for children.
- Foreign companies, despite their higher-priced products, appear to be an attractive option to Chinese customers as overseas milk brands tend to be associated with product quality.








**▶ NEW PRODUCTS AND TOP FEATURES**

- Top Sub-Categories**
1. Other Baby Food
  2. Baby Cereals
  3. Baby Snacks
  4. Baby Savoury Meals & Dishes
  5. Baby Formula (6-12 months)

▶ Many new products from June 2010 to 2011 fell into the “Other Baby Food” category, such as pastas and baby cheese. Principal claims were vitamin/mineral fortified, added calcium and no additives/preservatives.

▶ New baby cereal products were mainly sold as multi-packs in 225g or 250g packages. Individual sachets are increasingly popular because they facilitate preparation. Indeed, the amount of cereal required for preparation is already calculated, so consumers only need to measure the amount of liquid to add to the mixture. Baby cereals are also appreciated by Chinese consumers for their healthy features.

▶ Baby snacks, as well as baby savoury meals and dishes, are gaining popularity due to the convenience they provide to busy parents. New products in those sub-categories tend to be increasingly health-oriented.

<p>Millet Noodles <i>Other Baby Food</i></p> 	<p>Whey Protein Organic Rice Cereals <i>Baby Cereals</i></p> 	<p>Sailfish Fiber for Baby Variety Pack <i>Baby Snacks</i></p> 	<p>Pork and Cabbage Dumplings <i>Baby Savoury Meals and Dishes</i></p> 	<p>Goat Milk Powder <i>Baby Formula (6-12 months)</i></p> 
---	---	---	---	--

Source: Mintel, 2011.

- Top Claims**
1. Babies & Toddlers (0-4)
  2. Vitamin/Mineral Fortified
  3. Functional - Brain & Nervous System
  4. Added Calcium
  5. Prebiotic

▶ There is an apparent preference for baby products that are mineral/ vitamin enhanced in order to maximize development. Between June 2010 and June 2011, 53 new products out of 179 were claiming to be mineral/vitamin fortified. Functional and fortified lines are particularly present, and all of the 179 new products presented at least one of these top claims.

▶ Baby food in China tends to centre around products that are good for health and maximize the child’s development. Such claims are increasingly available within all baby food sub-categories as parents are seeking these benefits.

<p>Carrot Noodles for Baby <i>Claim: Babies and Toddlers (0-4)</i></p> 	<p>Golden Nutritious Cereal Stage 2 <i>Claims: Added calcium, functional - bone health, brain and nervous system, digestive and other, prebiotic and mineral/vitamin fortified</i></p> 	<p>Calcium Iron Zinc Nutritious Teething Rusks <i>Claims: Added calcium, babies and toddlers (0-4), functional - digestive and other, no additives/preservatives, prebiotic and mineral/vitamin fortified</i></p> 
--	--	---

Source: Mintel, 2011.



**▶ NEW PRODUCTS AND TOP FEATURES (continued)**

- Top Flavours (incl. blends)**
1. Unflavoured/Plain
  2. Not Specified
  3. Carrot
  4. Beef
  5. Cod

▶ Unflavoured products, such as milk powder, are by far the top flavour for new products on the Chinese baby food market, particularly amongst other baby food, baby cereals and baby formula. Meat, poultry and seafood flavours were frequently used for baby snacks, as well as baby savoury meals and dishes.

▶ Vegetable flavours were also used alone or in combination with meat, poultry and fish, for new products such as other baby food, baby snacks, baby cereals and baby savoury meals and dishes.

▶ Fruit flavours were not popular for new products between June 2010 and June 2011, as they were used by only 9 new products out of 72. These fruit flavours were mainly available in baby cereal products, but also in one baby dessert and one other baby food.

Baby Formula Milk Powder (stage 3)  
Unflavoured/Plain



Nutritional Cereal with Carrots  
Carrot Flavour



Nutritional Rice Cereal with Vegetable Oatmeal and Beef  
(Stage 2)  
Beef Flavour



Wild Cod Floss  
Cod Flavour



Source: Mintel, 2011.

- Top Ingredients**
1. Taurine
  2. Vitamin B1
  3. Riboflavin
  4. Vitamin A
  5. Vegetable Oils

▶ Taurine is an amino acid that helps in the development of the eyes, brain and nervous system, and is naturally contained in breast milk.

▶ Many vitamins and minerals are used in new products to support babies' and toddlers' health. Vitamin B1 helps convert sugars to energy, and provides support to the digestive and nervous systems. Riboflavin, also known as Vitamin B2, helps the body to absorb other vitamins and minerals, and supports hair, skin and nail growth. Vitamin A helps the development of vision.

▶ The majority of new products that used these top ingredients between June 2010 and June 2011 were baby formula.

These new products all contain vegetable oil, Taurine, and Vitamin A, B1 and B2.

Baby Formula Milk Powder Stage 1



Stage 1 Baby Formula



Follow-On Formula Milk Powder (Stage 2)



Golden Growing Up Formula Goat Milk Powder (Stage 3)



Source: Mintel, 2011.








**▶ NEW PRODUCTS AND TOP FEATURES (continued)**

Top Package Type
1. Flexible sachet
2. Flexible
3. Can
4. Bag
5. Carton

▶ Flexible sachet packages, which are also more convenient to carry, are increasing in popularity. Of the 179 new Chinese baby food products launched between June 2010 and June 2011, 63 were sold in flexible sachets. This was especially true for baby cereals and other baby food. Flexible sachets were mainly launched through 250g, 180g and 225g packages which contained multiple individual sachets. Most of the sachets were 25g units.

▶ Cans were mainly used for baby milk powder, baby snacks and baby cereals, as well as bigger pack sizes (300g and up).

<p>Nutritious Congee for Babies <i>Flexible sachets</i></p> 	<p>Baby Formula Milk (Stage 2) <i>Flexible</i></p> 	<p>Honey and Chrysanthemum Herbal Formulated Milk and Rice Powder <i>Can</i></p> 	<p>Baby and Children AD Calcium Noodles <i>Bag</i></p> 	<p>Drinking Yogurt for Children <i>Carton</i></p> 
---	--	--	--	---


*Source: Mintel, 2011.*

Pack Size
1. 250g
2. 180g
3. 400g
4. 225g
5. 25g

▶ Packages of 250g were dominant formats in the baby food category between June 2010 and June 2011, and were all baby cereals. The 23 new products launched in this pack size were either sold as 250g packs or as 250g packs containing multiple individual portions, that were mostly packaged in flexible sachets.

▶ Other baby food constituted the majority of the 180g size baby food products released between June 2010 and June 2011. Of the 20 new products launched in this format, 19 were sold in flexible sachets.

▶ The 400g new baby food product releases consisted mainly of powder milk formula products. Of the 17 new 400g baby food products released on the Chinese market between June 2010 and June 2011, there were 7 growing-up milk products, 7 baby formula products (6-12 months), 2 baby formula products (0-6 months), and one baby juice product. The majority of these products also included a scoop to measure the amount needed for easy preparation, and had flexible packaging.

<p>Nutritious Rice Cereals with Chicken and Vegetables <i>250g carton containing 10x25g sachets</i></p>  	<p>Nutritious Noodles with Cereal Grains <i>180g carton containing 12x15g sachets</i></p>  	<p>Toddler Formula Milk Powder <i>400g pack containing a measuring scoop</i></p> 
---	--	--

*Source: Mintel, 2011.*





## ▶ NEW INNOVATIVE PRODUCTS

This section highlights a small sample of innovative product introductions to the Chinese marketplace. For the purposes of this report, “innovative products” are defined using Mintel criteria of novelty, innovative ingredients, interesting packaging, and/or convenient packaging.



### Granular Biscuits

Jia Zi has launched Granular Biscuits (Jia Zi Dou Dou Man Tou). This product is crispy and nutritious, and helps regulate the digestive system, strengthen the immune system and aid growth. This product is available in a convenient package containing 6 sachets.

Company: Ria Zhao Jia Zi Foods

### Walnut and Black Sesame Noodles

Fang Guang has introduced Walnut and Black Sesame Noodles (Fang Guang He Tao Hei Zhi Ma Mian). This product is made with green food certified wheat powder and contains a scientific formula with many added nutrients and vitamins. Walnut and Black Sesame Noodles are sold in convenient packages of 280g containing 10 sachets.

Company: Fang Guang



### Pearl Granulated Noodles (Stage 2)

Goldbeby has launched Pearl Granulated Noodles (Stage 2). This product is available in a Cod and Lotus Seed flavour and is made from wheat imported from Canada. It is also vitamin and mineral fortified and is free of colourings, flavourings and preservatives. The 200g pack contains 6 easy-to-use sachets.

Company: France J.B.S Group

### Five-Cereal Milk Powder

Nestlé Neslac has launched a Five-Cereal Milk Powder for toddlers of 1 to 4 years of age. This product contains 36 million active probiotics, DHA from Switzerland, 13 vitamins, and 10 minerals to support the digestive system, brain and visual development, as well as mental capacity. This product retails in 360g packs containing 10 convenient sachets.

Company: Nestlé



### Baby Cheese

Yili QQ Star introduced Baby Cheese (Yili QQ Star Bao Bao Nai Lao). This product features a balanced nutritious formula that is beneficial to babies’ and toddlers’ development. Baby Cheese is free from preservatives and colourings, and is sold in 125g packs containing 5 units.

Company: Inner Mongolia Yili Industrial Group

Source: Mintel, 2011.

The Government of Canada has prepared this report based on primary and secondary sources of information. Although every effort has been made to ensure that the information is accurate, Agriculture and Agri-Food Canada assumes no liability for any actions taken based on the information contained herein.

**Consumer Trends: Baby Food in China**

© Her Majesty the Queen in Right of Canada, 2011

ISSN 1920-6615 Market Indicator Report

AAFC No. **11603E**

**Photo Credits**

All Photographs reproduced in this publication are used by permission of the rights holders.

All images, unless otherwise noted, are copyright  
Her Majesty the Queen in Right of Canada.

For additional copies of this publication or to request an alternate format,  
please contact:

Agriculture and Agri-Food Canada  
1341 Baseline Road, Tower 5, 4th floor  
Ottawa, ON  
Canada K1A 0C5  
E-mail: [infoservice@agr.gc.ca](mailto:infoservice@agr.gc.ca)

Aussi disponible en français sous le titre :

**Les tendances de consommation d'aliments pour bébé en Chine**

*Canada* 