

# BABY FOOD AND DRINK SOLUTIONS – THAI CONSUMER – 2023



Put a spotlight on cognition and immunity support and expand product lines into toddler foods to provide nutritional support as the baby grows.



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Drink – Thai Consumer



# Baby Food And Drink Solutions – Thai Consumer – 2023

## This report looks at the following areas:

- Introduction of baby food and milk products to babies
- Leading factors influencing purchase in the baby food and baby milk sectors
- Key influencers and purchase channels of baby food and drinks
- Nutrition health claims of interest in baby food and drinks
- Baby food and baby milk product formats and formulations of interest



Put a spotlight on cognition and immunity support and expand product lines into toddler foods to provide nutritional support as the baby grows.

## Overview

The baby food and drink market is at risk of losing value due to a continued decrease in the number of new births, resulting in a smaller consumer base. Products with strong health positioning are attracting more market interest as a result of COVID-19.

Growing up and baby milk remained by far the **largest category** in baby food launches, followed by baby snacks and cereals. **Mead Johnson Nutrition Company, Nestlé, Danone** and **Royal FrieslandCampina** are currently the **leading** companies in this sector.

In this report, find out which types of food and milk products Thai mothers choose to feed their babies, who is influencing their choices, what are they concerned about and prioritise the

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most when making baby food and drink choices. Most importantly, get inspired by Mintel's business recommendations for baby food and drink brands targeting Thai families.

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# Report Content

## EXECUTIVE SUMMARY

- Mintel's perspective

### Key issues covered in this Report

- Overview
- The outlook of baby food and drink categories in Thailand
- Shrinking consumer base and mothers' evolving wants are challenging baby food and drink businesses
  - Graph 1: baby food and drink gatekeepers, by number of children, 2023
- Opportune time to offer more convenient, specialised milk products for babies
- Opportune time to offer more convenient, specialised milk products for babies
- Innovate toddler foods that offer nutrition support as the baby ages
- Innovate toddler foods that offer nutrition support as the baby ages
- Pay attention to functional demands in cognition and immunity support
- Pay attention to functional demands in cognition and immunity support
  - Graph 2: nutrition claims mothers look for when buying baby food and drinks, 2023
- Quick download resources

## KEY TRENDS AND MARKET FACTORS

- What you need to know

### The modern family structure is challenging baby food/drink businesses

- Thais are not in a hurry to get married
- Married couples are not having children, which means a shrinking consumer base for baby products
- Birth rate is not likely to improve in an era of high inflation

### Moms' elevated expectations are pushing for innovation

- Busy moms are seeking nutritious and convenient baby food/drink solutions
- First-time mothers are the baby food/drink gatekeepers
  - Graph 3: baby food and drink gatekeepers, by number of children, 2023
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## WHAT CONSUMERS WANT AND WHY

- What you need to know

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- Milk allergies prompt mothers to seek alternative milks
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- Innovate with plant-based milk formulated for babies
- Algae oil can be positioned as a more sustainable and cleaner source of omega-3 for brain health

### In demand: baby food products

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- Packaged baby foods play an important role in 'complementing' homemade meals
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- Help introduce different ingredients in meals
- Deliver more textures through chilled and frozen baby foods
- Deliver functionality beyond filling tummies to encourage earlier introduction of packaged baby snacks
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## APPENDIX

- Consumer research methodology

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