

Kids Food Market is estimated to be US\$ 173.97 billion by 2030 with a CAGR of 5.3% during the forecast period

Kids Food Market accounted for US\$ 104.2 billion in 2020 and is estimated to be US\$ 173.97 billion by 2030 and is anticipated to register a CAGR of 5.3%. Big food corporations utilise the concept of "kids' food" (or "baby food") to persuade parents to buy food products promoted to children only for the sake of profit. A kids' meal, often known as a kids' meal, is a fast food combination meal that is specifically designed for and sold to children. The majority of children's meals are packaged in brightly coloured bags or cardboard boxes with activity illustrations on the outside and a plastic toy within. A burger or chicken nuggets, a side dish, plus a soft drink make up the majority of typical kid's meals.

The report " Global Kids Food Market, By Type (Diary Product, Snacks, Frozen Food, Beverage, and Others (Cereal and Shelf-stable Meat)), By Application (Household, Kindergarten, Nursery, Children's Hospital, and Early Education Institution), and By Region (North America, Europe, Asia Pacific, Latin America, and Middle East & Africa) - Market Trends, Analysis, and Forecast till 2029"

Key Highlights:

- In September 2021, Veeba Launches Health Food Drink Brand for Kids, Provee. Veeba's newly launched Provee is curated by Indian mothers and is backed by science and offers kids wholesome nutrition with Indian superfoods like Jaggery, Ragi and Badam.
- In October 2021, OZiva launches Superfood Kids range to bridge the gap of clean nutrition for growing children.

Analyst View:

Babies are traditionally fed soft home prepared food, which is still practised in undeveloped and emerging countries. Growing urbanisation and changing lifestyles, on the other hand, have raised demand for packaged infant foods in various societies and cultures. Between the ages of four to six months and two years, these meals are given to babies. Growing nutrition knowledge, an increase in structured retail marketing, and urbanisation, along with a considerable increase in the number of working mothers, are all essential factors driving the baby food market forward. The main limitations in this industry are food safety concerns, declining birth rates, and the practise of feeding babies home cooked food.

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Key Market Insights from the report:

Global Kids Food market accounted for US\$ 104.2 billion in 2020 and is estimated to be US\$ 173.97 billion by 2030 and is anticipated to register a CAGR of 5.3%. Global Kids Food market is segmented into type, application and region.

- Based on Type, the Global Kids Food Market is segmented into Diary Product, Snacks, Frozen Food, Beverage, and Others (Cereal and Shelf-stable Meat).
- Based on Application, the Global Kids Food Market is segmented into Household, Kindergarten, Nursery, Children's Hospital, and Early Education Institution.
- By Region, the Global Kids Food Market is segmented into North America, Europe, Asia Pacific, Latin America, and Middle East & Africa.

Competitive Landscape & their strategies of Global Kids Food Market:

The key players in the global Kids Food market includes Angie's List Inc., Buddyfruits LLC, Capri Sun, Cheetos, Crunch Pak, Digoiorno, Eggo, Gogo Squeez, Green Giant and Hostess.

The market provides detailed information regarding the industrial base, productivity, strengths, manufacturers, and recent trends which will help companies enlarge the businesses and promote financial growth. Furthermore, the report exhibits dynamic factors including segments, sub-segments, regional marketplaces, competition, dominant key players, and market forecasts. In addition, the market includes recent collaborations, mergers, acquisitions, and partnerships along with regulatory frameworks across different regions impacting the market trajectory. Recent technological advances and innovations influencing the global market are included in the report.

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