



# China Infant Formula and Care Product Industry Report, 2011-2012

Jan. 2012

## STUDY GOAL AND OBJECTIVES

This report provides the industry executives with strategically significant competitor information, analysis, insight and projection on the competitive pattern and key companies in the industry, crucial to the development and implementation of effective business, marketing and R&D programs.

## REPORT OBJECTIVES

- ◆ To establish a comprehensive, factual, annually updated and cost-effective information base on market size, competition patterns, market segments, goals and strategies of the leading players in the market, reviews and forecasts.
- ◆ To assist potential market entrants in evaluating prospective acquisition and joint venture candidates.
- ◆ To complement the organizations' internal competitor information gathering efforts with strategic analysis, data interpretation and insight.
- ◆ To suggest for concerned investors in line with the current development of this industry as well as the development tendency.
- ◆ To help company to succeed in a competitive market, and

## METHODOLOGY

Both primary and secondary research methodologies were used in preparing this study. Initially, a comprehensive and exhaustive search of the literature on this industry was conducted. These sources included related books and journals, trade literature, marketing literature, other product/promotional literature, annual reports, security analyst reports, and other publications. Subsequently, telephone interviews or email correspondence was conducted with marketing executives etc. Other sources included related magazines, academics, and consulting companies.

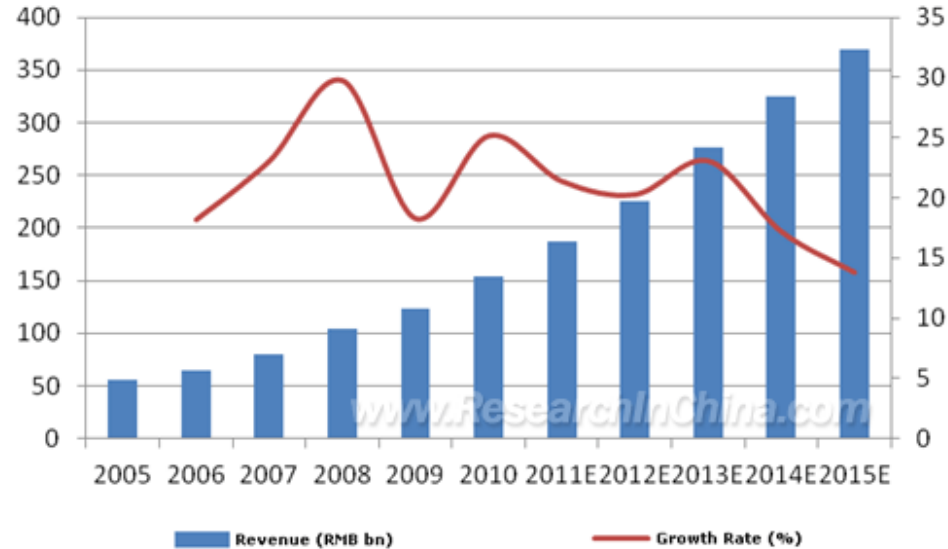
## INFORMATION SOURCES

The primary information sources include NBS(National Bureau of Statistics of China), Wind, and internal database of ResearchInChina etc.

## Abstract

In 2010, Chinese market size of 0~3-year-old infant products hit RMB154 billion. In recent years, the infant product market of China has presented rapid growth, with the growth rate keeping at 20% or so. Although this round of baby boom is lowering the curtain, China still has great market potential to attract more foreign investors due to its huge population base. In the upcoming years, China's infant product market is expected to still keep a growth rate over 15%, with the market scale by 2015 registering RMB370 billion.

**Infant Product Market Size in China, 2005-2015**



Source: ResearchInChina

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Infant products mainly include baby formula, baby care products, baby articles for daily use, baby garment, baby toy, etc. This report highlights baby formula milk powder market and baby diaper, skin care emulsion markets in infant care product industry.

The report analyzes the macro-environment, current development and outlook of the overall infant product market, and probes into the baby milk powder market and baby care product market as well as the present operation, development strategy of leading players. It involves as follows:

- Market scale of baby formula milk powder & care product industry of China;
- Import of Chinese baby formula market;
- Competition pattern of Chinese baby formula companies;
- Operation, revenue from baby formula business and revenue from Chinese market of 11 leading baby formula enterprises;
- Market size and corporate competition pattern of baby diaper, skin care emulsion in China;
- Operation, revenue from baby diaper business and revenue from Chinese market of 4 baby diaper companies.

Beingmate: baby formula and nutritious rice-cereal are its core businesses. In 2010, its revenue from baby formula business increased by 27% year-on-year to RMB3.47 billion, making up 86.3% of the total. In particular, Zhejiang province made greatest contribution to the sales volume of the company, from which its revenue amounted to RMB551 million. In Jan.-Sep., 2011, the sales of the company surged by 22.66% year-on-year to RMB3.398 billion. 2012-2013 marks the critical period for Beingmate to expand capacity and build brand image, and it is scheduled to permeate its brand positioning of “baby care expert” to 2,200 distributors, possibly helpful to compete with overseas first-line brands by then.

HengAn: as a homegrown and time-honored enterprise engaged in the production of paper supplies, HengAn has long enjoyed the gratifying market share and brand awareness in Chinese market. In 2010, its revenue from paper diaper business rose 13.4% year-on-year to HKD2.45 billion, sharing 18% of total proceeds. Impacted by the intensifying competition in medium-and low-end paper diaper market, HengAn’s revenue from paper diaper in H1 2011 rose no more than 8.2% and got to HK\$1.231 billion, a 15% share of the total revenue.

For being out of cut-throat competition, the company glued its eyes to high-end market and launched high-end paper diaper products in 25 cities across China in August 2011.

Prince Frog: Listed in 2011, it is specialized in the production of baby care products, with the CAGR over 30% from 2008 to 2010. In H1 2011, the revenue of the company approximated RMB550 million, up 59.0% year-on-year. Establishing its business in the second-and third-tier cities, Prince Frog began to usher in the first-tier cities to realize business expansion. The move forces the company to compete with class KA and class A malls in these first-tier cities, which appears to be a challenge for Prince Frog that has settled in the collaboration with local and regional supermarkets and convenience stores.

### **Preface**

#### **1 Overview of Infant Product Industry**

- 1.1 Product Categories
- 1.2 Macro-environment
  - 1.2.1 Human Fertility
  - 1.2.2 Age Structure of Population
  - 1.2.3 Economic Environment
  - 1.2.4 Urbanization Rate and Residents' Income
- 1.3 Overall Analysis of China Infant Product Industry

#### **2 Infant Formula Milk Powder Market in China**

- 2.1 Market Overview
  - 2.2.1 Status Quo
  - 2.2.2 Import Volume
- 2.2 Market Occupancy
  - 2.2.1 Industry Competition
  - 2.2.2 Market Share
- 2.3 Laws & Regulations and Policies
- 2.4 Key Companies
  - 2.4.1 MeadJohnson
  - 2.4.2 Wyeth(Pfizer)
  - 2.4.3 Dumex(Danone)
  - 2.4.4 Nestle
  - 2.4.5 Abbott
  - 2.4.6 Yili
  - 2.4.7 Beingmate
  - 2.4.8 Yashili
  - 2.4.9 Syrutra

2.4.10 Ausnutria

2.4.11 Firmus

#### **3 Infant Care Product Market in China**

- 3.1 Market Analysis
  - 3.1.1 Product Classification
  - 3.1.2 Market Features
  - 3.1.3 Market Size
- 3.2 Infant Paper Diaper Market
  - 3.2.1 Market Size
  - 3.2.2 Prospect
  - 3.2.3 Competition
- 3.3 Key Infant Paper Diaper Companies
  - 3.3.1 Pamper(P&G)
  - 3.3.2 Anerle (Hengan)
  - 3.3.3 Huggies (Kimberly-Clark)
  - 3.3.4 Mamy Poko (Unicharm)
- 3.4 Infant Skin Care Emulsion Market
  - 3.4.1 Market Size
  - 3.4.2 Competition
- 3.5 Key Infant Skin Care Emulsion Companies
  - 3.5.1 Johnson And Johnson(JNJ)
  - 3.5.2 Prince Frog
  - 3.5.3 Pigeon
  - 3.5.4 Haiermian (Henkel)

- Infant Products Market Size In China, 2005-2015
- Revenue of Infant Formula Milk Powder and Care Product Market In China, 2009-2011
- Population Size and Human Fertility in China, 2000-2015
- Age Structure of Population in China, 2000-2015
- Age Structure of Children in China,2010
- GDP and Per-capita GDP in China, 2000-2015
- Urbanization Rate In China, 2000-2015
- Urban Per Capita Disposable Income and Family Engel's Coefficient in China, 2000-2015
- Revenue of Infant Products Market in China, 2005-2015
- Infant Formula Milk Powder Market Size in China, 2008-2015
- Import Volume and Value of Infant Formula Milk Powder in China, 2008-2011
- Main Import Origins of Infant Formula Milk Powder in China, Jan.-Oct., 2011
- Import Proportion of Infant Formula Milk Powder In China (Main Provinces and Cities), Jan-Oct 2011
- Consumer Attention of Infant Formula Milk Powder Market in China
- Competitive Landscape of Infant Formula Milk Powder Market in China,2010
- Operating Revenue of MeadJohnson and Its Revenue in China, 2007-2012
- Infant Formula Milk Powder Revenue of MeadJohnson, 2007-2012
- Infant Product Revenue Breakdown of MeadJohnson by Business,2010
- Nutrition Product Revenue of Pfizer, 2008-2012
- Infant Nutrition Product Revenue of Danone, 2008-2012
- Infant Nutrition Product Revenue Proportion of Danone, 2010
- Revenue Breakdown of Danone by Region, 2010
- Nutrition Product Revenue of Nestle,2007-2012
- Revenue Breakdown of Nestle by Business, 2010
- Nutrition Product Revenue Breakdown of Nestle by Region, 2010

- Nutrition Product Revenue of Abbott,2007-2012
- Revenue Breakdown of Abbott by Business,2010
- Revenue Breakdown of Abbott by Region, 2010
- Milk Powder and Dairy Products Revenue of Yili, 2007-2012
- Revenue Breakdown of Yili by Business, 2010
- Revenue Breakdown of Yili by Region, 2010
- Infant Formula Milk Revenue of Beingmate, 2008-2012
- Revenue Breakdown of Beingmate by Business,2010
- Revenue Breakdown of Beingmate by Region in China,2010
- Milk Powder Business Revenue of Yashili, 2007-2012
- Revenue Breakdown of Yashili by Business, 2007-2010
- Milk Powder Revenue Sources of Yashili, 2010
- Milk Powder Business Revenue of Syrutra, FY2007-FY2012
- Revenue Breakdown of Syrutra by Business,2010
- Operating Revenue of Ausnutria, 2007-2012
- Revenue Breakdown of Ausnutria by Business, 2010
- Milk Powder Business Revenue of Firmus, FY2007-FY2012
- Infant Care Product Market Size in China, 2007-2012
- Monthly Per-capita Consumption of Infant Care Products in China, 2007-2012
- Infant Paper Diaper Market Size in China, 2007-2012
- Infant Paper Diaper Market Competition in China, 2010
- Infant and Family Care Business Revenue of P&G, FY2008-FY2013
- Revenue Breakdown of P&G by Business, FY2011
- Revenue Breakdown of P&G by Region, FY2011
- Infant Paper Diaper Revenue of Hengan, 2007-2012



- Revenue Breakdown of HengAn by Business, 2010
- Sales of HengAn by Region in China, 2010
- Infant Paper Diaper Revenue Of Kimberly-Clark, 2007-2012
- Revenue of Kimberly-Clark by Region, 2010
- Infant Care Business Revenue of Unicharm, FY2008-FY2014
- Revenue Breakdown of Unicharm by Business, FY2011
- Revenue of Unicharm by Region, FY2011
- Infant Skin Care Emulsion Market Size in China, 2007-2012
- Infant Skin Care Emulsion Market Competition in China, 2010
- Infant Product Business Revenue of Johnson & Johnson, 2007-2012
- Revenue of Johnson & Johnson by Region, 2010
- Infant Product Business Proportion of Johnson & Johnson, 2010
- Operating Revenue of Prince Frog, 2008-2013
- Infant Care Products Revenue of Prince Frog, 2008-2013
- Infant Care Product Revenue of Pigeon, FY2007-FY2013
- Revenue Breakdown of Pigeon by Business, FY2011
- Revenue of Pigeon by Region, FY2011
- Infant Care Product Revenue of Pigeon in China and Other Asian Markets, FY2009-FY2011
- Revenue of Pigeon in China, 2007-2015
- Operating Revenue of Henkel, 2007-2012
- Operation Income of Henkel, 2007-2012
- Operating Revenue of Henkel by Region, Jan.-Sep., 2011
- Operating Revenue of Henkel by Business, Jan.-Sep., 2011
- Cosmetics and Makeup Products Revenue of Henkel, 2007-2012
- Classification of Infant Products

- Comparison of Main Foreign Infant Formula Milk Powder Companies,2010
- Comparison of Main Local Infant Formula Milk Powder Companies, 2010
- Laws & Regulations and Policies Concerning Infant Formula Milk Powder in China since 2008
- Profile of Meadjohnson (by Nov. 2011)
- Main Infant Formula Milk Powder Brands of Meadjohnson
- Profile of Pfizer (by Nov.2011)
- Profile of Dumex (by Nov. 2011)
- Profile of Nestle (by Nov. 2011)
- Main Infant Formula Milk Powder Brands of Nestle
- Profile of Abbott (by Nov.2011)
- Profile of Yili (by Dec.2010)
- Profile of Beingmate (by Nov.2011)
- Global Presence of Beingmate
- Profile of Yashili (by Dec.2010)
- Profile of Syrutra (by Jun.2011)
- Profile of Ausnutria (by Jun.2011)
- Profile of Firmus (by Nov.2011)
- Profile of P&G (by Oct.2011)
- Profile of Hengan by (Dec.2010)
- Profile of Kimberly-Clark (by Dec.2010)
- Profile of Unicharm (by Mar.2011)
- Big Events of Johnson & Johnson in Chinese Market
- Revenue of Prince Frog by Business, 2008-2010
- Profile of Pigeon (by Jul. 2011)

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