

How Health Claims Impact the Price of Infant Milk Formula in Asia Pacific

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INTRODUCTION

Overview of Asia Pacific (APAC) milk formula market distribution
Constant premiumisation despite economic uncertainties brought by COVID-19
China and Taiwan top the average median price
Analytical framework to analyse opportunities in IMF in APAC

POSITIONING & PRICING ANALYSIS: HEALTH CLAIMS

Probiotics are the most popular health claims in IMF in APAC
Prebiotics is rising on top of probiotics as another premiumisation tool
Brain, bone, immunity and digestive health as key functionalities
Increasing interest in multifunctionality, especially with brain health
Vitamins are the most featured fortification, followed by omega-3s
No/low fat and sugar claims are a must-have for success in APAC IMF
Parents tends to believe avoiding sugar and fat lead to healthy children

POSITIONING & PRICING ANALYSIS: FOOD SAFETY CLAIMS

Wide penetration of food safety claims, with organic being the most popular
Geographic origin claims see unique importance in China
Hong Kong, Australia and New Zealand products leads in China
Rapid SKU expansion and premiumisation of HA IMF products...
...sophisticated positioning and early prevention purposes drives new products
"No GMO" claim led by South Korea but traction is getting loose

CONCLUSION

Conclusion

APPENDIX

Appendix: Via Details

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