BROGGINI CONSULTING
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Industry Analysis of the Global Market for Organic Baby Food

- **Background**: **Nestlé Nutrition**, a world leader in the Baby Food market, decided to explore the opportunity to include organic baby food in its product offering on a global level

- **Assignment**: BCS performed an extensive industry analysis of the potential of organic products and advised **Nestlé Nutrition** on the opportunity to roll out an organic product range in a series of selected countries
  - Provided an overview of what “organic” means and how the sector is regulated
  - Performed a research through primary and secondary sources to define key demand and supply factors for organic food in general and organic baby food in particular
  - Carried out face-to-face interviews with associations, distributors, competitors and other industry experts
  - Analyzed the markets evolution through both quantitative (market size, spending per capita…) and qualitative data (consumers’ perception, consumption habits…)
  - Estimated the potential growth of the organic food and organic baby food markets in the following years
  - Identified the markets with greater potential in order to define priorities for the client
  - Worked closely with the client's team to develop appropriate recommendations for the company's Board

- **Result**: **Nestlé Nutrition** developed an increased awareness of the relevance of the organic trend and studied a series of strategic initiatives in specific countries

Nestlé Nutrition



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