



# Market Intelligence & Opportunity Assessment for Baby Finger Foods

Case Study

<b>Client</b>	A global food & beverage and nutrition company
<b>Industry</b>	Infant & kids nutrition
<b>Products</b>	Finger foods

## Background

- The client is one of the largest baby food companies that seeks new product/technology/packaging/licensing opportunity.
- The baby food industry is one of the fastest-growing segments in the global food market, and in recent years, there has been a steady and significant increase in consumer demand for baby food.

## Key Business Questions

- What are the latest market trends and growth prospects for the baby food industry in the US?
- Which are the hidden opportunities and competitive threats?
- What are the new ideas for development of innovative baby food variants?

## Engagement Scope

1

### Global Finger Foods Landscape

- Which products are currently available in the market?
- Who are the key players in the market?
- Which are the new products, formats, flavors, and ingredients that have been introduced in the baby finger foods market over the past 2 years?
- What is the product portfolio of key players in the market?
- What are the product concepts in non-US geographies?

2

### White Spots & New Concept Identification

- Which products/formats/ingredients offerings are growing?
- How are the products positioned in the market?
- What are the opportunity gaps present in product offerings?
- What is the difference in product offerings of key market players in the US and other countries?

3

### Opportunity Assessment

- Which hidden opportunities can be tapped for market growth?
- What are the new concepts and ideas for development of innovative baby food variants?

## Research Methodology

### Secondary Research

- Conducted desk research to understand the overall competitive landscape in the baby finger foods market
- Referred to paid databases such as Euromonitor, Mintel, and Thomson Banker

## Benefits to Client

- Provided an in-depth comparative analysis of currently available varieties of baby finger foods
- Shortlisted opportunity areas based on positioning claims, ingredients, packaging, and technologies
- Provided 5 shortlisted concepts and ideas for development of next-generation baby finger foods
- Identified ways to maintain leading position in the market with new and innovative product concepts

## Sample Analysis

1

### Global Finger Foods Landscape



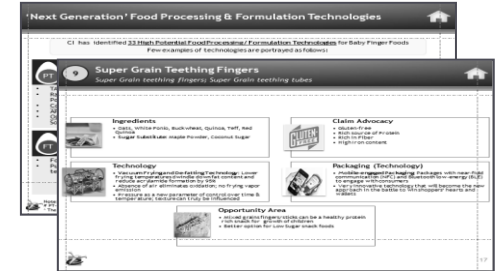
2

### White Spots & New Concept Identification



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### Opportunity Assessment



# Thank you

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