

Mead Johnson Nutrition puts focus on China

13 October 2017 | News

Mead Johnson Nutrition, a global company focused primarily on infant and child nutrition, is planning to take a more proactive marketing strategy in China in the coming years.



The company aims to invest more in the R&D sector and strengthening the supply chain management.

Mead Johnson Nutrition, a global company focused primarily on infant and child nutrition, is planning to take a more proactive marketing strategy in China in the coming years.

The company aims to invest more in the R&D sector, entering into new cities, strengthening the supply chain management and the relationship with the distributors.

Industry statistics showed that infant formula producers are expected to see an annual growth of 7 to 10 percent in the coming five years in China, thanks to consumption upgrading and the relaxation of the one-child policy.

Reckitt Benckiser bought Mead Johnson in June, which will give a boost to Mead Johnson's development in China, owing to Reckitt Benckiser's strong online marketing capabilities and resources.

China's baby formula market is estimated to rise to 133.7 billion yuan by 2020, according to Euromonitor International, led by overseas brands such as Nestle, Mead Johnson Nutrition, Beingmate and Danone.