

**Assume that you are working for Gerber Baby Foods. You have been asked to identify the relevant trends that are forecasted for US birthrates between 2020 and 2025. Identify internet sources that would provide that information. Gather as much information as you can from these sites and write a one page report on the trends you find.**

Gerber Baby Foods an American market that provides nutrition products such as baby formula, supplements, cereal, snacks, and other organic foods which target pregnant women and babies birth to 24 months. Gerber is designed for the unique nutrition needs of pregnant women, lactating moms, infants, and toddlers.

Due to our busy living lifestyle, most family with disposable income who live in the city is the main factor that increases the baby food market even though most parents prefer home-cooked baby food compared to packaged baby food. However, our living habit has changed due to the pandemic, most people work from home and study remote. Based on the research, the pandemic has affected the baby food market. Baby food was in high demand and shortage of supply due to the pandemic. Also, the prices and demand for baby food products increase in 2020 which putting upward pressure on prices in the short term.

According to BBC News, United States is facing birth rate falls during pandemic which means it could affect the baby food market in 2021. If the United States birth rate decrease in 2021, the baby food market purchase rate falls. There's another reason that could affect the purchase rate fall. The economic slumps cause people to start to cook at home instead of getting outside food since the pandemic started. Parents work from home which also has an opportunity to spend more time taking care of their children including preparing meals for their children.

If a pandemic is not available from 2020 to 2025 the industry of the baby food market will increases. When the previous lifestyle and economy back to normal, I believe that the demand for the baby food market will highly increase.

Resources:

Baby bust: US birth rate falls during pandemic

<https://www.bbc.com/news/world-us-canada-56288038>

Baby food market Global Opportunity Analysis and Industry Forecast, 2021–2027

<https://www.alliedmarketresearch.com/baby-food-market>