

INFANT FORMULA IN THE INDIAN MARKET: A COMPARATIVE STUDY BASED ON INDIAN NUTRITION RATING

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Foods and Nutrition

By

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Abstract:

This thesis explores the landscape of infant formula within the Indian market, employing a comparative approach grounded in the Indian Nutrition Rating framework. As infant nutrition plays a pivotal role in early childhood development, understanding the nutritional adequacy and quality of available infant formula products is essential for promoting optimal health outcomes among infants in India.

Through a comprehensive literature review and empirical analysis, this study investigates various dimensions of infant formula, including nutritional composition, ingredient quality, and compliance with Indian dietary guidelines. Utilizing the Indian Nutrition Rating as a benchmark, the research evaluates multiple infant formula brands to discern differences in nutritional profiles and adherence to local dietary standards.

By analyzing data from diverse sources, including product labels, nutritional databases, and consumer surveys, this study aims to provide insights into the strengths and weaknesses of different infant formula options available in the Indian market. Moreover, it seeks to identify factors influencing consumer preferences and purchasing decisions regarding infant formula, considering socio-economic, cultural, and healthcare-related factors.

The findings of this research are expected to contribute to the ongoing discourse on infant nutrition in India, offering evidence-based recommendations for stakeholders, including parents, healthcare professionals, and policymakers. By enhancing our understanding of infant formula products and their impact on infant health, this study seeks to inform strategies aimed at improving the nutritional quality, accessibility, and affordability of infant formula in the Indian context.

Overall, this thesis underscores the importance of evidence-based research and policy interventions to address the nutritional needs of infants in India, with the ultimate goal of fostering healthy growth and development in the early stages of life.