

Survey summary

Problem encountered with mom
during the usage of infant formula
over the past 6 months

Survey period: 5 – 18 June 2009

Methodology

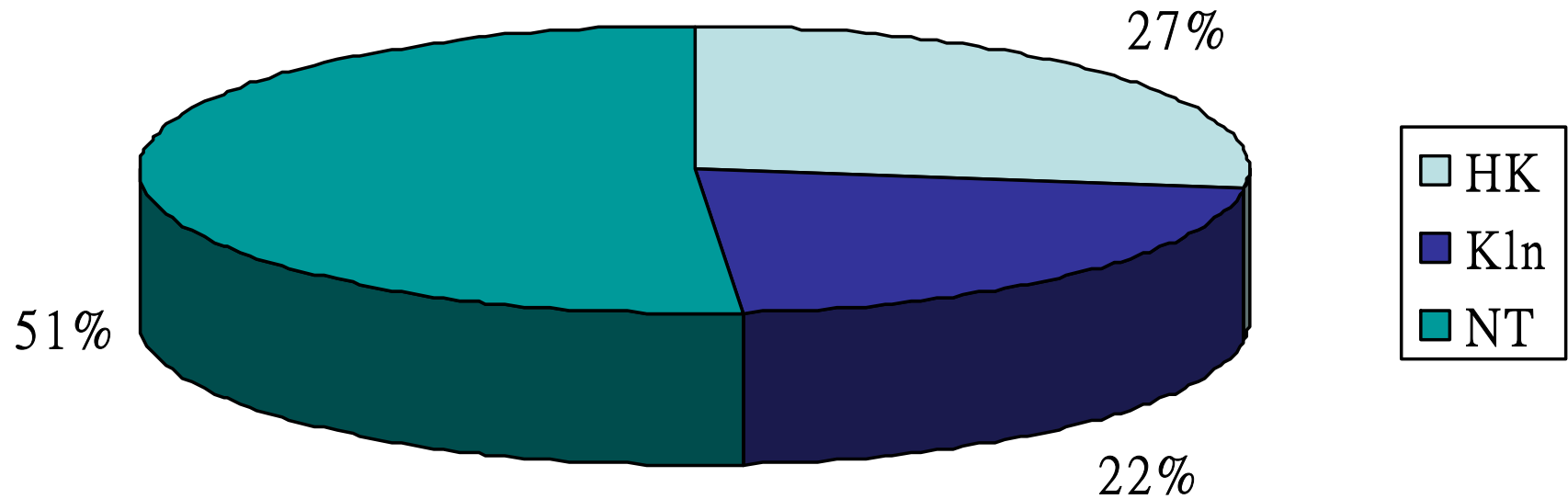
- Period of collection: 5 – 18 June 2009
- Sample size: ~ 420 mom
- Target: Mom with 0 - 3 years kids
- Survey conducted in the clinics supported by nurses

Data Summary

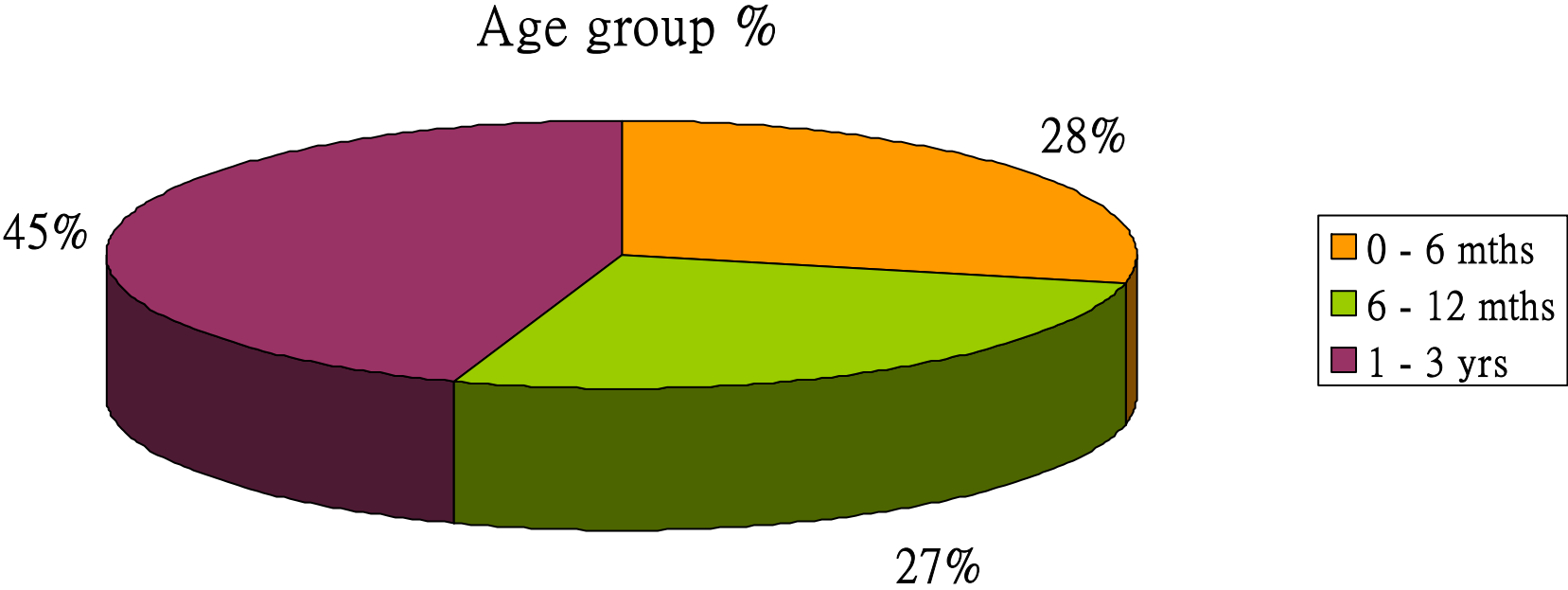
- Residential area
- Age group of the baby
- Type of feeding
- Brand selection on infant & toddlers formula
- Problem encountered with formula over the past 6 months

Residential area

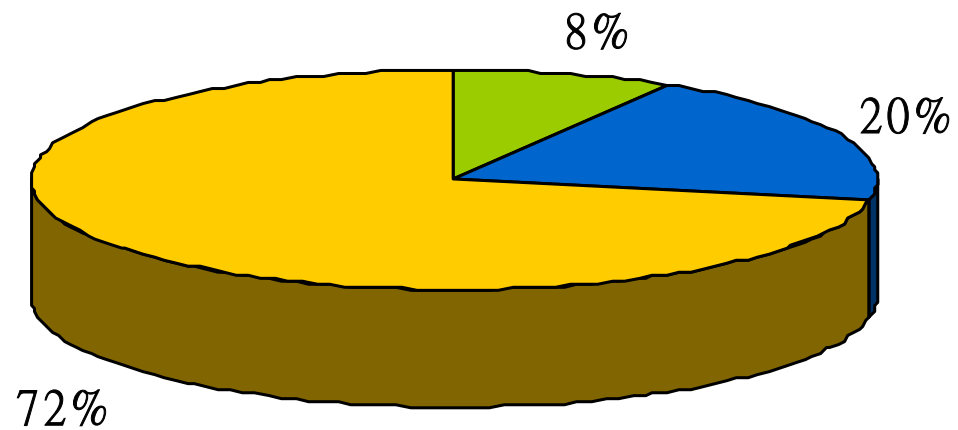
% of distribution



Baby age group

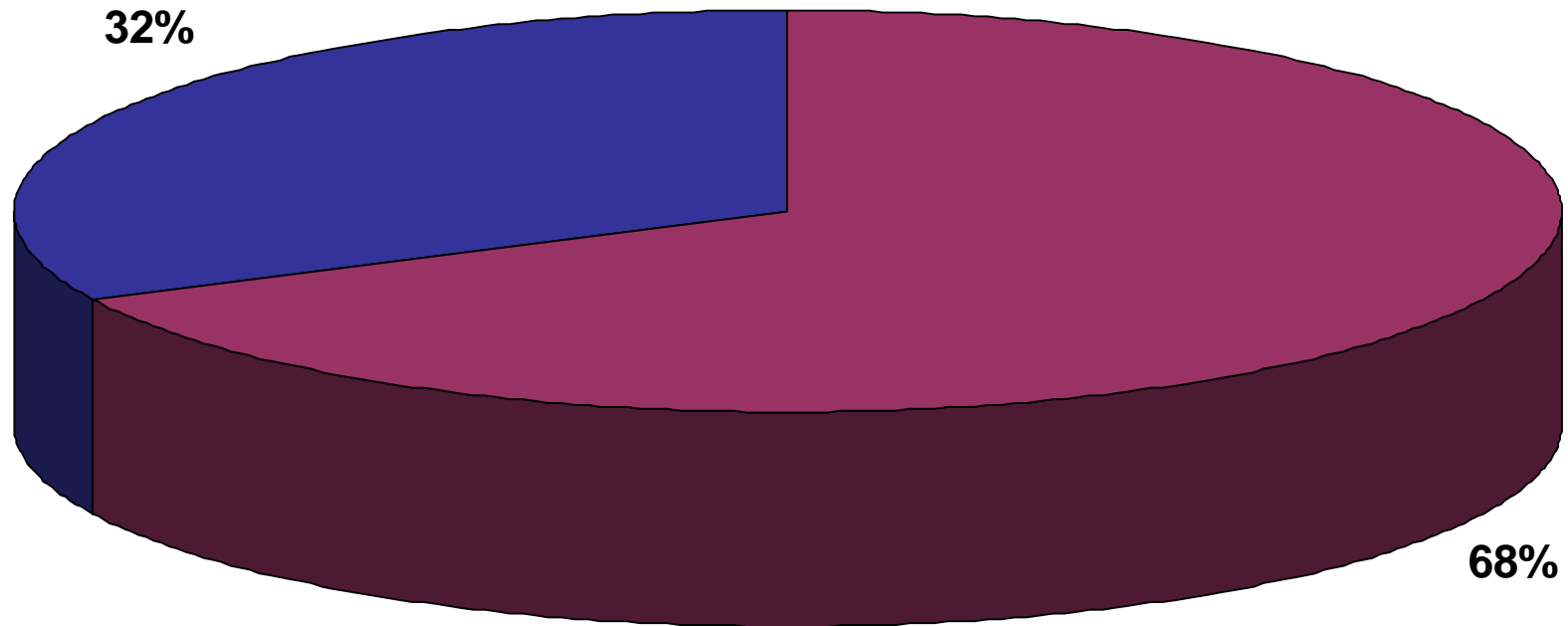


Type of feeding



Brand selection

% share of the Japanese brand and international brand selection



■ Non-Japanese IMF ■ Jap IMF

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