

Baby Food in Canada

Market Direction | 2022-09-06 | 24 pages | Euromonitor

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Report description:

Baby food, excluding milk formula, is expected to see an increase in retail value sales in 2022. During the COVID-19 pandemic in 2020 and 2021, some Canadians delayed having children. With the pandemic largely brought under control and the economy reopening, the birth rate is set to gradually increase, supporting demand for baby food. In addition, during lockdown in 2020 and 2021, with more time at home, the breastfeeding rate increased, hence limiting demand for milk formula and prepared baby f...

Euromonitor International's Baby Food in Canada report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Dried Baby Food, Milk Formula, Other Baby Food, Prepared Baby Food.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Baby Food market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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BABY FOOD IN CANADA

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The move towards organic products continues while milk formula is in shortage

Organic players fare well, at the expense of the leaders

PROSPECTS AND OPPORTUNITIES

Slow volume growth and faster current value growth as parents choose organic baby food

More organic and plant-based entrants expected due to the potential in this segment

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