

## **Baby Food in Croatia**

Market Direction | 2022-09-27 | 18 pages | Euromonitor

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### **Report description:**

After a prolonged period of discounts in baby food, retailers were forced to increase unit prices in 2022 driving up current value sales. Retailers had continued to focus on delivering discounts for consumers to sustain demand, but inflation proved too strong in 2022 with retailers forced to raise prices to prevent further losses. Price-sensitive consumers have continued to switch to discount stores as salaries failed to keep pace with inflation, driving demand for more affordable brands and pri...

Euromonitor International's Baby Food in Croatia 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.

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