

Baby Food in Pakistan

Market Direction | 2022-09-28 | 21 pages | Euromonitor

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Report description:

Milk formula remains the dominant category of baby food in Pakistan and these products are increasingly seen as essential by the parents of babies, infants and young children. One of the key factors underpinning the perceived importance of milk formula among the local population is that milk formula is generally prescribed by paediatricians and/or other doctors at the birth of a child. Recent years have seen increased awareness of the usefulness and importance of milk formula among paediatrician...

Euromonitor International's Baby Food in Pakistan 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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