

## **Baby Food in the US**

Market Direction | 2022-10-12 | 25 pages | Euromonitor

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### **Report description:**

Towards the end of 2021 baby milk formula dominated the news headlines, with shortages seen nationwide. Parents were left hunting for milk formula for their babies, even paying up to 10 times the market value online on sites such as eBay just to secure products. However, 2022 is proving to be the most challenging year for the category yet. In 2022, the leading player in milk formula, Abbott Laboratories, has struggled after ending 2021 in tragedy, being directly linked to the death of an infant...

Euromonitor International's Baby Food in USA 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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