

## **Baby Food in France**

Market Direction | 2022-09-06 | 23 pages | Euromonitor

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### **Report description:**

Baby food is expected to see a decline in retail volume sales in 2022, while current value growth will remain marginal, primarily driven by the growing demand for organic baby food. The birth rate in France continues to stagnate, resulting in lower numbers of babies to be fed regardless of how their parents chose to feed them.

Euromonitor International's Baby Food in France 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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January 2023

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### BABY FOOD IN FRANCE

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Stagnant birth rate negatively affects baby food, but special baby milk formula records positive current value growth

Organic and local provenance trends continue apace in France, as parents seek to provide their babies with the best quality food

Two players collectively dominate baby food, but smaller names continue to penetrate the category with organic offerings

#### PROSPECTS AND OPPORTUNITIES

Baby food will continue to falter in retail volume terms in the coming years, but modest current value growth is expected as players innovate

New and unusual ingredients draw parents' attention

Plant-based, organic and local options will gain popularity in France over the forecast period

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