

## **Baby Food in Australia**

Market Direction | 2023-09-26 | 23 pages | Euromonitor

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### **Report description:**

While milk formula is set to see slight retail current value growth in 2023, overall value sales will still be below those seen in 2019. The daigou channel (people who travel overseas to buy goods for someone who lives in China) accounted for a significant proportion of sales; however, this saw a massive decline in 2020, due to the closure of international borders during the pandemic. This channel is yet to recover to the same level as it was pre-pandemic. The lack of presence of the daigou chan...

Euromonitor International's Baby Food in Australia 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 2018-2022, 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 2027, 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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Euromonitor International  
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## SOURCES

### Summary 1 Research Sources

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