

## **Baby Food in Germany**

Market Direction | 2023-09-26 | 22 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

The recovery of baby food's retail volume sales, evident in 2022, is expected to continue throughout 2023, albeit at slower growth rates. The category's resilient performance is set to be fuelled by a partial return to pre-pandemic mobility patterns.

Euromonitor International's Baby Food in Germany 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.

### **Table of Contents:**

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## List Of Contents And Tables

### BABY FOOD IN GERMANY

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Recovery in demand boosts sales of prepared baby food and other baby food

Brands seek to differentiate their offer as private label focuses on organic products

Hipp retains solid lead despite challenges from private label and niche organic players

#### PROSPECTS AND OPPORTUNITIES

Unfavourable demographic conditions and prevalence of breastfeeding set to limit growth of milk formula

Differentiation strategies place alternatives to cow's milk formula in the spotlight

Sustainability targets set to become increasingly ambitious

#### CATEGORY DATA

Table 1 Sales of Baby Food by Category: Volume 2018-2023

Table 2 Sales of Baby Food by Category: Value 2018-2023

Table 3 Sales of Baby Food by Category: % Volume Growth 2018-2023

Table 4 Sales of Baby Food by Category: % Value Growth 2018-2023

Table 5 Sales of Growing-Up Milk Formula by Age: % Value 2018-2023

Table 6 NBO Company Shares of Baby Food: % Value 2019-2023

Table 7 LBN Brand Shares of Baby Food: % Value 2020-2023

Table 8 Distribution of Baby Food by Format: % Value 2018-2023

Table 9 Forecast Sales of Baby Food by Category: Volume 2023-2028

Table 10 □Forecast Sales of Baby Food by Category: Value 2023-2028

Table 11 □Forecast Sales of Baby Food by Category: % Volume Growth 2023-2028

Table 12 □Forecast Sales of Baby Food by Category: % Value Growth 2023-2028

### DAIRY PRODUCTS AND ALTERNATIVES IN GERMANY

#### EXECUTIVE SUMMARY

Dairy products and alternatives in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for dairy products and alternatives?

#### MARKET DATA

Table 13 Sales of Dairy Products and Alternatives by Category: Value 2018-2023

Table 14 Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023

Table 15 NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023

Table 16 LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023

Table 17 Penetration of Private Label by Category: % Value 2018-2023

Table 18 Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023

Table 19 Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028

Table 20 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

#### DISCLAIMER

#### SOURCES

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)



## Baby Food in Germany

Market Direction | 2023-09-26 | 22 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-07"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com