

Baby Food in Greece

Market Direction | 2023-09-26 | 21 pages | Euromonitor

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Report description:

The low birth rate in Greece is a challenge for retail volume sales of baby food. While the price hikes in 2022 and 2023 meant that baby food is set to record a positive current retail value growth, parents are finding it difficult to afford. As such, some supermarkets have installed antitheft devices to prevent baby food from being stolen. The state has tried to make it easier for parents by including some baby food products in the "household basket" meaning they can be found at a lower price.

Euromonitor International's Baby Food in Greece 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:

Baby Food in Greece
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List Of Contents And Tables

BABY FOOD IN GREECE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Low birth rates and high price points challenge sales of baby food

Players launch health and wellness products as Nestle Gerber enters the landscape

Launches in prepared baby food focus on added vitamins, protein and calcium

PROSPECTS AND OPPORTUNITIES

Organic and hypoallergenic options continue to rise over the forecast period?

Goat's milk is set to be an ongoing and rising trend, thanks to multiple health benefits

E-commerce gains ground as consumers appreciate branded options and convenience

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 GREECE

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

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Summary 1 Research Sources

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