

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.

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Summary 1 Research Sources

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