

## **Baby Food in Italy**

Market Direction | 2023-09-26 | 25 pages | Euromonitor

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### **Report description:**

Baby food is significantly affected by a high inflation rate in 2022 and 2023. The upturn in the inflation rate, which gained momentum in March 2022 and in subsequent months, is, however, on the downturn in 2023. The rush of Italian consumers to supermarkets to buy various food products, including baby food, to send to Ukraine to help the war-affected population has boosted sales of "other" baby food.

Euromonitor International's Baby Food in Italy 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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## SOURCES

### Summary 1 Research Sources

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