

## **Baby Food in Portugal**

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

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### **Report description:**

Retail volume sales of baby food saw modest growth in 2023, continuing the trend of the previous year. Demand for milk formula in Portugal is strongly dependant on professional guidance. Consumers first make contact with medical professionals at the maternity hospital when their baby is born and new mothers are especially inclined to follow the paediatrician's guidance until their baby transitions to conventional milk. Currently this is bad news for the category as many Portuguese paediatricians...

Euromonitor International's Baby Food in Portugal 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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## **Table of Contents:**

Baby Food in Portugal  
Euromonitor International  
September 2023

### List Of Contents And Tables

#### **BABY FOOD IN PORTUGAL**

##### **KEY DATA FINDINGS**

##### **2023 DEVELOPMENTS**

Demand remains restricted by popularity of breastfeeding and home-made food preparation

Health and wellness trends shape new product innovation

Private label ranges gain traction in fruit pouches

##### **PROSPECTS AND OPPORTUNITIES**

Change in legislation will boost sales of special baby milk formula, but enduring popularity of breastfeeding will limit demand for standard products

Quality of ingredients will become increasingly important

Shrinkification will be adopted to mitigate costs, while innovation will focus on high-turnover products

##### **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 PORTUGAL**

##### **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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