

Baby Food in Slovakia

Market Direction | 2023-09-27 | 21 pages | Euromonitor

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Report description:

Retail volume sales of baby food in Slovakia saw a modest contraction in 2023. While the category was fairly resilient to the impact of price increases, due to the fact parents are accustomed to prioritising the health and wellbeing of their children, growth remained restricted by falling birth rate, as well as the strong breastfeeding culture in the country.

Euromonitor International's Baby Food in Slovakia 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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tel. 0048 603 394 346 e-mail: support@scott-international.com

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Consumers switch to more economical products in the face of ongoing economic challenges, while falling birth rate continues to hamper sales

Static performance for milk formula, as breastfeeding is perceived to be the best option for babies

Private label gains traction within prepared baby food

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