

## **Baby Food in South Africa**

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

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### **Report description:**

The average unit price of milk formula is set to see a double-digit rise in 2023 overall, due to inflation and rising production costs. The rising unit price of milk formula is set to result in a retail volume decline for this category in 2023, as consumers have been trying to reduce their overall spending on food due to lower disposable incomes. Due to regulatory restrictions, milk formula brands are not allowed to run promotional activities, which includes price discounts. This means that as g...

Euromonitor International's Baby Food in South Africa 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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## SOURCES

### Summary 1 Research Sources

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