

Baby Food in North Macedonia

Market Direction | 2023-09-28 | 19 pages | Euromonitor

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Report description:

Baby food is witnessing marginal declines in retail volume terms, due to the falling birth rate and negative population trends in Macedonia. The declining numbers of live births to Macedonian women in recent years has limited demand for baby food, while still relatively high levels of emigration among adults of working age have also contributed to the negative demographic trends that are undermining the value growth potential of baby food. Data collected from the country's most recent census sho...

Euromonitor International's Baby Food in North Macedonia 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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