

Baby Food in India

Market Direction | 2024-01-23 | 24 pages | Euromonitor

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Report description:

Nestle has an established leadership of baby food in India, as it is synonymous with trust and assurance of quality. Nestle's leading brand Cerelac has been at the forefront of development, with a greater focus on creating variants of dried baby food using different fruits and vegetables to ensure a more diverse and healthier range. Cerelac product variants primarily focus on the target audience of children aged 6-24 months. However, there is rising interest from young parents as they search for...

Euromonitor International's Baby Food in India 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 2019-2023, 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 2028, 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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Baby food continues to be dominated by major players

Milk formula gains traction with need for convenient baby food options

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SOURCES

Summary 1 Research Sources

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