

Baby Food in China

Market Direction | 2024-08-01 | 23 pages | Euromonitor

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Report description:

Since peaking in 2016, China's birth rate has been seeing a continuous decline, dropping below 10 million for the first time in 2022, and only 9.02 million births recorded in 2023. Although the decline in 2023 was slightly less steep compared with 2022, the downward trend persists. This is primarily due to the post-pandemic economic recovery falling short of expectations, rising living costs, and increased uncertainty about the future, all of which have dampened the desire to have children. Desp...

Euromonitor International's Baby Food in China 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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