

Baby Food in Colombia

Market Direction | 2024-08-08 | 20 pages | Euromonitor

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Report description:

The significant decrease in birth rates in Colombia is suppressing demand for milk formula. Women aged 20- 29 years are having fewer children or are refraining from starting families altogether. This can be attributed to the expense of raising children in Colombia, further exacerbated by recent inflationary pressures and economic uncertainty. Price inflation in baby food reached new highs in 2023, fuelled by cost increases, SKU rationalisation and shrinkflation. The latter has been a key strategy...

Euromonitor International's Baby Food in Colombia 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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Euromonitor International
August 2024

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SOURCES

Summary 1 Research Sources

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