

Baby Food in North Macedonia

Market Direction | 2024-08-20 | 19 pages | Euromonitor

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Report description:

Though current value is expected to increase in baby food in North Macedonia, volume sales are expected to fall due to a falling birth rate. That being said, there are clear signals of premiumisation within baby food. For instance, parents are looking for high content of real fruit within baby food and also increasingly for labels such as organic and looking to avoid artificial flavourings and additives.

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 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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