

Baby Food in Portugal

Market Direction | 2024-08-16 | 22 pages | Euromonitor

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Report description:

High inflation and a sharp rise in the cost of living, including increased food prices, led to a reduction in purchasing power and basic products were in greater demand in 2023, including when it came to baby food. This pattern has continued in 2024, with consumers seeking out cheaper products although they also remain concerned about the quality of the products they buy for their children. This continues to fuel demand for basic products such as baby porridge, while private label is increasingl...

Euromonitor International's Baby Food in Portugal 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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SOURCES

Summary 1 Research Sources

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