

## Baby Food in Serbia

Market Direction | 2024-08-30 | 18 pages | Euromonitor

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### Report description:

Despite the declining birth rate in Serbia, the sales of baby food continue to grow both in volume and value terms in 2024. The category of baby formula, particularly those designed for infants from birth to six months, holds the largest market share. Consumers demonstrate strong brand loyalty, which allows the major brands to maintain their dominant positions and significant volume shares. The 800g packaging size remains the most popular among consumers. As babies reach the age of six months, m...

Euromonitor International's Baby Food in Serbia 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

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## Summary 1 Research Sources

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