

Baby Food in the Philippines

Market Direction | 2024-08-28 | 22 pages | Euromonitor

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Report description:

Despite the Philippines demonstrating a declining birth rate in the past decade, baby food remained resilient in the review period, with incumbent players maintaining stable distribution and above-the-line marketing to fuel moderate growth. The Commission on Population and Development (CPD) in the Philippines has taken steps to encourage Filipinos to carry out family planning through increased access to family planning services and education. Moreover, the growing population of urbanised adults...

Euromonitor International's Baby Food in Philippines 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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Retail e-commerce maintains momentum in 2024, despite its continued niche status in baby food
Players innovate in milk formula to drive further differentiation from competitors

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