

**Baby Food in South Korea**

Market Direction | 2024-09-27 | 21 pages | Euromonitor

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**Report description:**

Demand for baby food in South Korea is being significantly impacted by the country's low birth rate. This is particularly evident in milk formula, where retail value and volume sales are declining across all segments; standard, follow-on, growing-up, and special baby milk formula. As a result, many milk formula-related players are shifting their focus away from targeting the mass market and instead are enhancing the functional elements of their products, tailoring them to specific TPOs (time, pl...

Euromonitor International's Baby Food in South Korea 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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## SOURCES

### Summary 1 Research Sources

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