

Baby Food in Brazil

Market Direction | 2024-10-24 | 23 pages | Euromonitor

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Report description:

Baby food is set to maintain solid retail current value growth in Brazil in 2024, with milk formula continuing to account for the highest share of sales. Despite ongoing discussions about the benefits of breastfeeding, milk formula maintains its relevance in the Brazilian market, boosted both by the birth rate, which reached 12.26 per 1,000 population in 2023, with manufacturers introducing a diverse array of options for children. Special milk formula products, such as lactose-free, soy- or plan...

Euromonitor International's Baby Food in Brazil 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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Digital marketing of milk formula remains a concern

WHO updates infant feeding guidelines amidst global push for breastfeeding

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SOURCES

Summary 1 Research Sources

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