

Italy Baby Food Products Market Forecast 2025-2032

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Report description:

KEY FINDINGS

The Italy baby food products market is expected to grow at a CAGR of -2.12% during the forecast period from 2025 to 2032. The market was valued at \$894.54 million in 2024 and is predicted to reach a revenue of \$734.62 million by 2032. In terms of volume, the Italy baby food products market is expected to grow at a CAGR of -1.39% during the forecast period. The market was valued at 72.30 kilotons in 2024 and is predicted to reach a volume of 63.05 kilotons by 2032.

MARKET INSIGHTS

The baby food products market in Italy is projected to decline in retail volume in 2024, primarily due to the ongoing decrease in the country's birth rate. This decline is attributed to several factors, including economic uncertainty, the high cost of raising children, and the growing tendency for individuals to delay starting families until later in life, often after attaining higher education and career stability. The limited availability of affordable childcare options further exacerbates the issue, particularly among certain socioeconomic groups.

To mitigate some of these financial challenges, the Italian government implemented a reduction in VAT to 5% on essential items beginning January 1, 2024. This includes powdered and liquid milk for infants and young children, food preparations such as flour and malt extracts, and nappies. While this initiative aimed to alleviate the financial burden on families, many companies and retailers initially participating in the anti-inflation pact have had to raise prices due to escalating production costs.

Economic pressures have also prompted some families to shorten the weaning process, transitioning their children from formula milk to other foods earlier to reduce spending on baby food. The increasing cost of packaged baby food has led many parents to prepare homemade meals for their infants as a more economical alternative.

Another factor influencing the demand for baby food in Italy is the decline in donations for Ukrainian refugees. The number of Ukrainian arrivals in Italy is expected to be lower in 2024 compared to the higher influxes seen in 2022 and 2023. Consequently, fewer resources will be allocated to support these families, which in turn affects the demand for baby food products. Additionally, the Ministry of Health's 'It is Natural' campaign is promoting breastfeeding as a key method for ensuring the healthy growth of children through proper nutrition. This initiative further contributes to a shift away from packaged baby food.

In response to these evolving market dynamics, brands such as Plasmon are targeting specific market segments, with a particular focus on nutritional supplements for infants and nursing mothers. The NutriPRO product line, for instance, includes items designed for various stages of child development: NutriPRO 1 for infants from birth to six months, NutriPRO 2 for infants from six months onwards, NutriPRO 3 for toddlers aged 12 months and older, and NutriPRO 4, a growing-up milk formula for children aged three

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years and older. Moreover, the brand has introduced NutriPRO Latte+, a product tailored for lactating mothers that contains essential nutrients such as calcium, iron, and folic acid to support overall well-being and energy levels.

SEGMENTATION ANALYSIS

The report on the Italy baby food products market includes segmentation analysis on the basis of category and distribution channel.

Market by Category:

- Dried Baby Food
- Prepared Baby Food
- Other Baby Food
- Milk Formula
- Standard Milk Formula
- Follow-On Milk Formula
- Growing-Up Milk Formula
- Special Baby Milk Formula

Market by Distribution Channel:

- Retail Offline
- Retail E-Commerce

Inkwood Research's report on the Italy baby food products market provides in-depth insights as well as the market's segmentation analysis. The detailed evaluation of the market includes PESTLE Analysis, Market Maturity Analysis, Market Concentration Analysis, Value Chain Analysis, Key Buying Criteria, and Competitive Landscape.

COMPETITIVE INSIGHTS

Some of the prominent players in the Italy baby food products market include A Menarini Industrie Farmaceutiche Riunite Srl, Alce Nero Spa, Carrefour Italia GS SpA, Coop Italia scarl, Heinz Italia SpA, etc.

Heinz Italia SpA is a subsidiary of The Kraft Heinz Company, which is renowned for producing and distributing a wide variety of food and beverage products. Its portfolio includes dairy products, meats, beverages, coffee, ready meals, condiments, sauces, beans, pasta dishes, nuts, dressings, frozen meals, soups, and infant nutrition products, among other grocery items. The company's brands include Kraft, Heinz, ABC, Ore-Ida, Oscar Mayer, Philadelphia, Velveeta, and Maxwell House. These products are distributed through brokers and distributors to retailers and institutions, including grocery stores, convenience stores, mass retailers, pharmacies, bakeries, and food service providers. Headquartered in Pittsburgh, Pennsylvania, USA, Kraft Heinz operates in markets across the US, Canada, the United Kingdom, and other regions.

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