

# **Baby Food in France**

August 2024

Table of Contents

# Baby Food in France - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Sales remain sluggish, due to inflationary pressures and availability of other feeding options Organic trend remains strong in baby food, bucking the overall trend Brand HiPP innovates in flavours and leads the way in sustainability efforts

# PROSPECTS AND OPPORTUNITIES

Nestlé finalises deal with agri-food sustainability expert, FnB Private Equity Could subscription services for milk formula take off over the forecast period? Groupe Danone maintains its "Health through Food" stance

#### CATEGORY DATA

Table 1 - Sales of Baby Food by Category: Volume 2019-2024
Table 2 - Sales of Baby Food by Category: Value 2019-2024
Table 3 - Sales of Baby Food by Category: % Volume Growth 2019-2024
Table 4 - Sales of Baby Food by Category: % Value Growth 2019-2024
Table 5 - Sales of Growing-Up Milk Formula by Age: % Value 2019-2024
Table 6 - NBO Company Shares of Baby Food: % Value 2020-2024
Table 7 - LBN Brand Shares of Baby Food: % Value 2021-2024
Table 8 - Distribution of Baby Food by Category: Volume 2024-2029
Table 9 - Forecast Sales of Baby Food by Category: Value 2024-2029
Table 10 - Forecast Sales of Baby Food by Category: % Volume Growth 2024-2029
Table 11 - Forecast Sales of Baby Food by Category: % Value Growth 2024-2029
Table 12 - Forecast Sales of Baby Food by Category: % Value Growth 2024-2029

#### Dairy Products and Alternatives in France - Industry Overview

#### EXECUTIVE SUMMARY

Dairy products and alternatives in 2024: The big picture Key trends in 2024 Competitive landscape Channel developments What next for dairy products and alternatives?

# MARKET DATA

Table 13 - Sales of Dairy Products and Alternatives by Category: Value 2019-2024

Table 14 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024

Table 15 - NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024

- Table 16 LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024
- Table 17 Penetration of Private Label by Category: % Value 2019-2024
- Table 18 Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024
- Table 19 Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029
- Table 20 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 - Research Sources

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