

Baby Food in Poland

August 2024

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Baby Food in Poland - Category analysis

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2024 DEVELOPMENTS

Price increases and government incentives support value sales Declining birthrates create structural challenges Health and wellness trends lead to the rise of functional products

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Ongoing structural challenges expected, leading to sluggish volume sales Increased focus on quality nutrition will enable baby food products to stand out from the crowd Danone's strategic expansion set to further cement its overall lead

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