

Baby Food in Germany

September 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Recovery in demand boosts sales of prepared baby food and other baby food
Brands seek to differentiate their offer as private label focuses on organic products
Hipp retains solid lead despite challenges from private label and niche organic players

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Unfavourable demographic conditions and prevalence of breastfeeding set to limit growth of milk formula
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Dairy Products and Alternatives in Germany - Industry Overview

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