

Baby Food in France

September 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Falling birth rates continue to negatively impact demand for baby food in 2023
Organic baby food remains popular with French parents as they seek the best for their young children
Consolidated competitive landscape but smaller players gradually gain ground

PROSPECTS AND OPPORTUNITIES

Expanding target audience in the face of subdued birth rates
Special baby milk formula offers further growth potential
Clean labels and provenance likely to increasingly attract parents

CATEGORY DATA

- Table 1 - Sales of Baby Food by Category: Volume 2018-2023
- Table 2 - Sales of Baby Food by Category: Value 2018-2023
- Table 3 - Sales of Baby Food by Category: % Volume Growth 2018-2023
- Table 4 - Sales of Baby Food by Category: % Value Growth 2018-2023
- Table 5 - Sales of Growing-Up Milk Formula by Age: % Value 2018-2023
- Table 6 - NBO Company Shares of Baby Food: % Value 2019-2023
- Table 7 - LBN Brand Shares of Baby Food: % Value 2020-2023
- Table 8 - Distribution of Baby Food by Format: % Value 2018-2023
- Table 9 - Forecast Sales of Baby Food by Category: Volume 2023-2028
- Table 10 - Forecast Sales of Baby Food by Category: Value 2023-2028
- Table 11 - Forecast Sales of Baby Food by Category: % Volume Growth 2023-2028
- Table 12 - Forecast Sales of Baby Food by Category: % Value Growth 2023-2028

Dairy Products and Alternatives in France - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2023: The big picture
Key trends in 2023
Competitive Landscape
Channel developments
What next for dairy products and alternatives?

MARKET DATA

- Table 13 - Sales of Dairy Products and Alternatives by Category: Value 2018-2023
- Table 14 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023
- Table 15 - NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023
- Table 16 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023
- Table 17 - Penetration of Private Label by Category: % Value 2018-2023
- Table 18 - Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023
- Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028
- Table 20 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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