

Baby Food in the United Arab Emirates

August 2024

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Baby Food in the United Arab Emirates - Category analysis

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2024 DEVELOPMENTS

Low birth rate in local market dampens performance of baby food Low penetration of prepared baby food, but parents are attracted by convenience E-commerce continues to make gains due to busy lifestyles

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Despite positive outlook, penetration of baby food will remain low Organic segment to support value sales through premiumisation Modest growth for special baby milk formula over forecast period

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