

Baby Food in Japan

August 2024

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Baby Food in Japan - Category analysis

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2024 DEVELOPMENTS

Price rises and increased activity outside the home benefit value sales of milk formula Demand for baby food remains strong due to convenience and nutritional value Significant expansion of liquid milk formula thanks to Meiji's new product

PROSPECTS AND OPPORTUNITIES

Declining birth rate set to negatively affect milk formula Changing perception of baby-raising will benefit some categories Liquid standard milk formula set to continue expanding

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