

# Baby Food in the US

August 2023

Table of Contents

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Inflationary pressures and logistical challenges push up unit prices

E-commerce continues to flourish

FDA releases draft proposal for regulations on heavy metals in baby food

### PROSPECTS AND OPPORTUNITIES

Natural positioning will become of increasing importance

Healthy snacking set to be a leading trend – particularly as parents return to out-of-home lifestyles

On-the-go lifestyles influence new trends, from packaging to flavour and even sensory profiles

### 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 the US - 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

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/baby-food-in-the-us/report](http://www.euromonitor.com/baby-food-in-the-us/report).