

Baby Food in New Zealand

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The New Zealand birth rate rose in 2015 for the first time in four years, with the number of live births up 7% on the previous year. Additionally, exclusive breast-feeding rates held at 55% in the first six weeks, before dropping off to 43% at three months and 17% at six months. Further, the rates of combined artificial and partial breast-feeding, which includes using infant formula, stood at 35% at six weeks, 44% at three months and 75% at six months, all of which were comparable to 2014.

Euromonitor International's Baby Food in New Zealand report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2011-2015, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2020 illustrate how the market is set to change.

Product coverage: Dried Baby Food, Milk Formula, Other Baby Food, Prepared Baby Food.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- Get a detailed picture of the Baby Food market;
- Pinpoint growth sectors and identify factors driving change;
- Understand the competitive environment, the market's major players and leading brands;
- Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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