

Europe Baby Food Market (2016-2022)

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Abstracts

Growth in baby food market is driven by the growing number of women, globally. According to the World Bank, “the percentage of women in the workforce grew more than 4% points in the market”. According to the survey, many working mothers return to their jobs shortly after giving birth; many baby foods and nutrition products works as an alternative for working women. As it provides healthy, nutritious food to their babies. Hence, rising number of working women would become of one of the major leading factor for the growth of Baby Food Market.

Having lower count of children used to be seen as a progress. However, it is becoming one of the major concerns for the global economic growth. With a global population of 7 billion people continue to rise; there are still countries which are experiencing very low birth rates like Europe and East Asia, which have caused a major decrease in the population. Hence, declining birth rates would hamper the growth of baby food market.

The report highlights the adoption of Baby Food in Europe. Based on Product Type, the market is segmented into Dried baby food, Milk formula, Prepared baby food and Other Baby Food. Based on Distribution Channel, the Baby Food market is segmented into Super Markets, Hyper Markets, Small Grocery Retailers, Health and Beauty Retailers and Others. The countries included in the report are Germany, UK, France, Russia, Spain, Italy and Rest of Europe.

Key Companies profiled in the report includes Nestle, Abbott Laboratories, Perrigo Company, Mead Johnson, Hero Group, Campbell, Bellamy’s Australia and Frieslandcampina.

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