

# Baby Food in Switzerland

September 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Decreasing birth rates remain a challenge for baby food players  
Convenience drives growth in other baby food, as well as prepared options  
Players focus on promoting organic attributes and added-benefits

PROSPECTS AND OPPORTUNITIES

Products that align with the organic and convenience trend will perform well  
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Dairy Products and Alternatives in Switzerland - Industry Overview

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DISCLAIMER

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