

# Baby Food in Australia

September 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

- Milk formula struggles to reach pre-COVID-19 levels
- Growth of baby food stagnates in 2023 due to changing consumer preferences
- Expansion of Bubs into the US paves alternative route to growth amidst declining sales to Chinese consumers

PROSPECTS AND OPPORTUNITIES

- Demand for plant-based present, but currently a lack of options in the market
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Dairy Products and Alternatives in Australia - Industry Overview

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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