

Baby Food in Ireland

September 2023

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Baby Food in Ireland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Clean label and functionality to the fore as health and wellness holds sway

Declining birth rate continues to have a negative impact on demand for baby food

Limited innovation as low profitability discourages investment in new products

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Rising awareness of breastfeeding to put further pressure on demand for baby food High levels of concentration as a handful of major players set to dominate sales New products unlikely to perform spectacularly as consumers stick to the familiar

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