

Baby Food in the Czech Republic

September 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Despite inflation, retail volume sales grow, boosted by rising demand
Fruit pouches are increasingly consumed by adults, increasing sales
Free-from products gain ground as parents' concerns rise

PROSPECTS AND OPPORTUNITIES

Brands focus on online resources and influencers to boost brand loyalty
Players focus on new product launches that align with specific dietary needs
Nutricia is set to maintain its leadership position over the forecast period

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Dairy Products and Alternatives in the Czech Republic - Industry Overview

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