



Euromonitor
International

Baby Food in Lebanon

September 2026

Table of Contents

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Baby Food Summary

INDUSTRY PERFORMANCE

Bebelac Turkey Accelerates Value-Driven Growth as Premium Brands Retreat

Chart 1 - Bebelac Turkey: the Middle-Tier Relief for Inflation-Squeezed Families

Milk Formula Dominates Spending as Parents Prioritise Affordability

Chart 2 - Gerber Organic Plant-Tastic Pouches: the Clean-Label Leader in Proactive Infant Health

Chart 3 - Value Sales 2021-2031

Chart 4 - Value Sales by Category 2026

WHAT'S NEXT?

Turkish and Jordanian Suppliers Anticipated to Reshape Infant Nutrition Preferences

Subscription E-Commerce and Discounters Expected to Capture Price-Sensitive Parents

Clean Label and Fortified Options Set to Redefine Family Expectations

Chart 5 - Forecast Value Sales 2021-2031

Chart 6 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Nestlé and Danone Consolidate Leadership by Reshaping Value and Wellness Offers

Chart 7 - Company Shares 2026

Chart 8 - Brand Shares 2026

CHANNELS

Supermarkets and Hypermarkets Retain Parents with Price-Led Offers

Quick-Commerce Apps Boost Online Sales of Wellness-Focused Baby Food

Discount Chains and Regional Imports Reshape Parent Buying Behaviour

Chart 9 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 10 - Economic Context for Baby Food

Chart 11 - Real Gdp Growth 2021-2031

Chart 12 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 13 - Consumer Context for Baby Food

Chart 14 - Population 2021-2031

Chart 15 - Population by Generation 2026

Chart 16 - Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

Dairy Products and Alternatives in Lebanon - Industry Overview

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Pinar and Almarai Gain Share as Local Dairies Lose Ground

Dairy Khoury and Taanayel Les Fermes Drive Functional Nutrition Shift

Chart 17 - Dairy Khoury's Greek Yoghurt Exemplifies Functional Protein Value

Functional Meal Replacements Reshape Spending and Innovation

Chart 18 - Taanayel Les Fermes Exemplifies Functional Immunity

Chart 19 - Value Sales 2021-2031

Chart 20 - Value Sales by Category 2026

WHAT'S NEXT?

Hybrid Shoppers Anticipated to Drive Value as Shelf-Stable and Functional Claims Win

Functional Fortification and Storage Resilience Expected to Redefine Product Success

Chart 21 - Forecast Value Sales 2021-2031

Chart 22 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Alpro and Taanayel Les Fermes Leverage Innovation to Widen Lead

Chart 23 - Company Shares 2026

Chart 24 - Brand Shares 2026

CHANNELS

Spinneys and Happy Integrate Plant-Based Milk to Gain Shoppers

Quick-Commerce Apps Drive E-Commerce Surge for Shelf-Stable Dairy

Chart 25 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 26 - Economic Context for Dairy Products and Alternatives

Chart 27 - Real Gdp Growth 2021-2031

Chart 28 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 29 - Consumer Context for Dairy Products and Alternatives

Chart 30 - Population 2021-2031

Chart 31 - Population by Generation 2026

Chart 32 - Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

