

Baby Food in Canada

September 2022

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Longer periods of time spent outside of the home boosts demand for prepared baby food and other baby food in 2022

The move towards organic products continues while milk formula is in shortage

Organic players fare well, at the expense of the leaders

PROSPECTS AND OPPORTUNITIES

Slow volume growth and faster current value growth as parents choose organic baby food

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DISCLAIMER

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