

Baby Food in Portugal

September 2022

Table of Contents

KEY DATA FINDINGS

2022 DEVELOPMENTS

Low growth as consumers make their own baby food at home

Organic, bio and natural claims are increasingly sought after by health-conscious parents

Pouch format remains popular in baby food

PROSPECTS AND OPPORTUNITIES

Sustainable packaging becomes the norm

Brands to compete with breastfeeding trend by introducing more sophisticated product formulae and healthy snacks

More and more babies suffer from cow's milk allergy, however not all families can afford special baby milk formula

CATEGORY DATA

Table 1 - Sales of Baby Food by Category: Volume 2017-2022

Table 2 - Sales of Baby Food by Category: Value 2017-2022

Table 3 - Sales of Baby Food by Category: % Volume Growth 2017-2022

Table 4 - Sales of Baby Food by Category: % Value Growth 2017-2022

Table 5 - Sales of Growing-Up Milk Formula by Age: % Value 2017-2022

Table 6 - NBO Company Shares of Baby Food: % Value 2018-2022

Table 7 - LBN Brand Shares of Baby Food: % Value 2019-2022

Table 8 - Distribution of Baby Food by Format: % Value 2017-2022

Table 9 - Forecast Sales of Baby Food by Category: Volume 2022-2027

Table 10 - Forecast Sales of Baby Food by Category: Value 2022-2027

Table 11 - Forecast Sales of Baby Food by Category: % Volume Growth 2022-2027

Table 12 - Forecast Sales of Baby Food by Category: % Value Growth 2022-2027

Dairy Products and Alternatives in Portugal - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2022: The big picture

Key trends in 2022

Competitive landscape

Channel developments

What next for dairy products and alternatives?

Chart 1 - Dairy Products and Alternatives Value Sales Growth Scenarios: 2020-2027

Chart 2 - Dairy Products and Alternatives Impact of Drivers on Value Sales: 2020-2027

MARKET DATA

Table 13 - Sales of Dairy Products and Alternatives by Category: Value 2017-2022

Table 14 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2017-2022

Table 15 - NBO Company Shares of Dairy Products and Alternatives: % Value 2018-2022

Table 16 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2019-2022

Table 17 - Penetration of Private Label by Category: % Value 2017-2022

Table 18 - Distribution of Dairy Products and Alternatives by Format: % Value 2017-2022

Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2022-2027

Table 20 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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