



Baby Food in Switzerland

August 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Baby food continues to grow with milk formula a staple in many homes with young children
Mixed performances seen across baby food with a focus on health and convenience
Baby food retains a consolidated competitive landscape with consumers sticking with tried and trusted products

PROSPECTS AND OPPORTUNITIES

Convenience set remain a key growth driver for prepared baby food while increase in breastfeeding could undermine the growth of milk formula
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DISCLAIMER

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