

Baby Food in Taiwan

August 2024

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Baby Food in Taiwan - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Fewer Dragon babies than anticipated but still enough to reignite growth in baby food Parents rely on trusted brands but new principles help to fuel online sales Sales of shelf stable baby porridge benefiting from travel boom

PROSPECTS AND OPPORTUNITIES

High cost of milk formula expected to influence feeding behaviour in infants Packaged baby porridge becoming polarised Follow-on milk formula could disappear from the market by the end of the forecast period

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DISCLAIMER

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