

Baby Food in Ukraine

October 2023

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2023 DEVELOPMENTS

Sales of baby food remain subdued due to the sharp decline in the population

The impact of the war on local factories and consumer perceptions is impacting the competitive landscape

New product development rife in 2023

PROSPECTS AND OPPORTUNITIES

Full recovery not anticipated as the war continues to cast a cloud on the category's future prospects

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Baby food faces an uncertain future with demand likely to be influenced by the economy and the ongoing war

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