



Euromonitor  
International

# Baby Food in France

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Falling birth rate impacts sales, but milk formula maintains its growth trend  
While Blédina maintains its lead, smaller organic brands see stronger performances  
Grocery retailers dominate, but retail e-commerce and pharmacies see rising shares

PROSPECTS AND OPPORTUNITIES

Despite the expectation of low current value growth, the falling birth rate will prompt continued volume decline  
Distribution shift likely as more consumers try out discount retailers, although trust will need to be established  
Opportunities will remain for organic products, particularly those with French ingredients

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Dairy Products and Alternatives in France - Industry Overview

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DISCLAIMER

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Summary 1 - Research Sources

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