



Euromonitor
International

Baby Food in New Zealand

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Steady value growth due to stable demand for baby food and milk formula
Nutricia Ltd consolidating its stronger leadership position with its brand Karicare
Supermarkets remain the go-to destination for baby food and infant formula products

PROSPECTS AND OPPORTUNITIES

A positive outlook is expected, however, the declining birth rate will pose a challenge
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Retail e-commerce remains key for smaller businesses to find a niche customer base

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Dairy Products and Alternatives in New Zealand - Industry Overview

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DISCLAIMER

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Summary 1 - Research Sources

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