



MINISTERSTVO ZDRAVOTNICTVÍ
ČESKÉ REPUBLIKY

Analýza trhu s komerční dětskou výživou v ČR

Euromonitor International: Baby Food in the Czech
Republic (aktuální k srpnu 2022)

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O co jde?

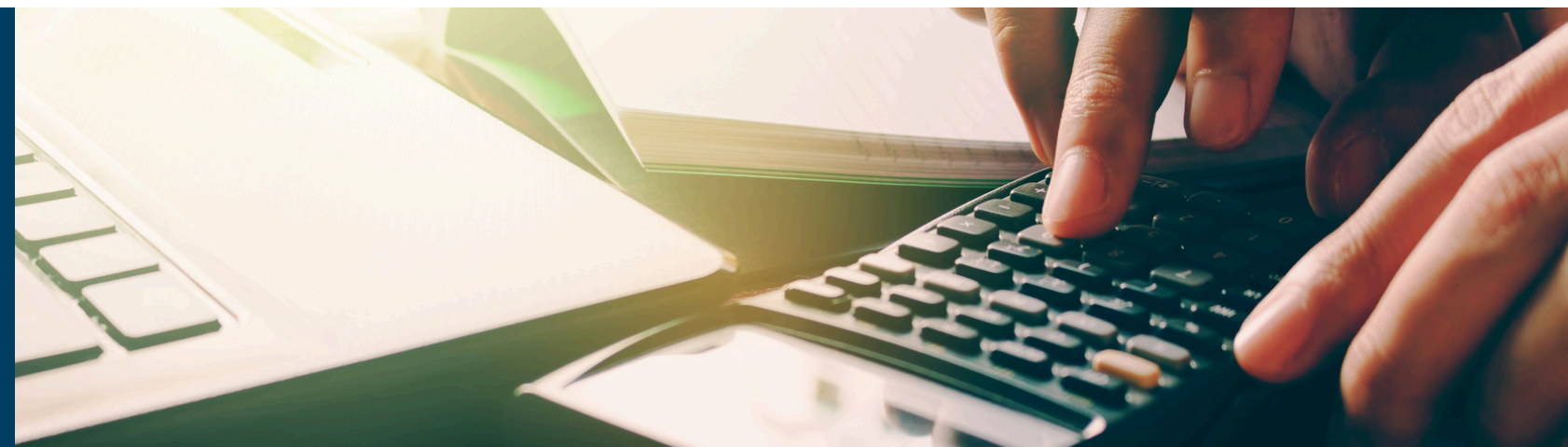
Ministerstvo zdravotnictví zakoupilo zahraniční analýzu trhu s dětskou výživou (české nejsou dostupné)

Analýza je aktualizována pravidelně každý rok, naposledy v září 2022.

Vychází z oficiálních statistik, informací obchodních asociací, odborného tisku, průzkumů komerčních společností, kontroly obchodů, obchodní zdrojů



Hlavní zjištění analýzy



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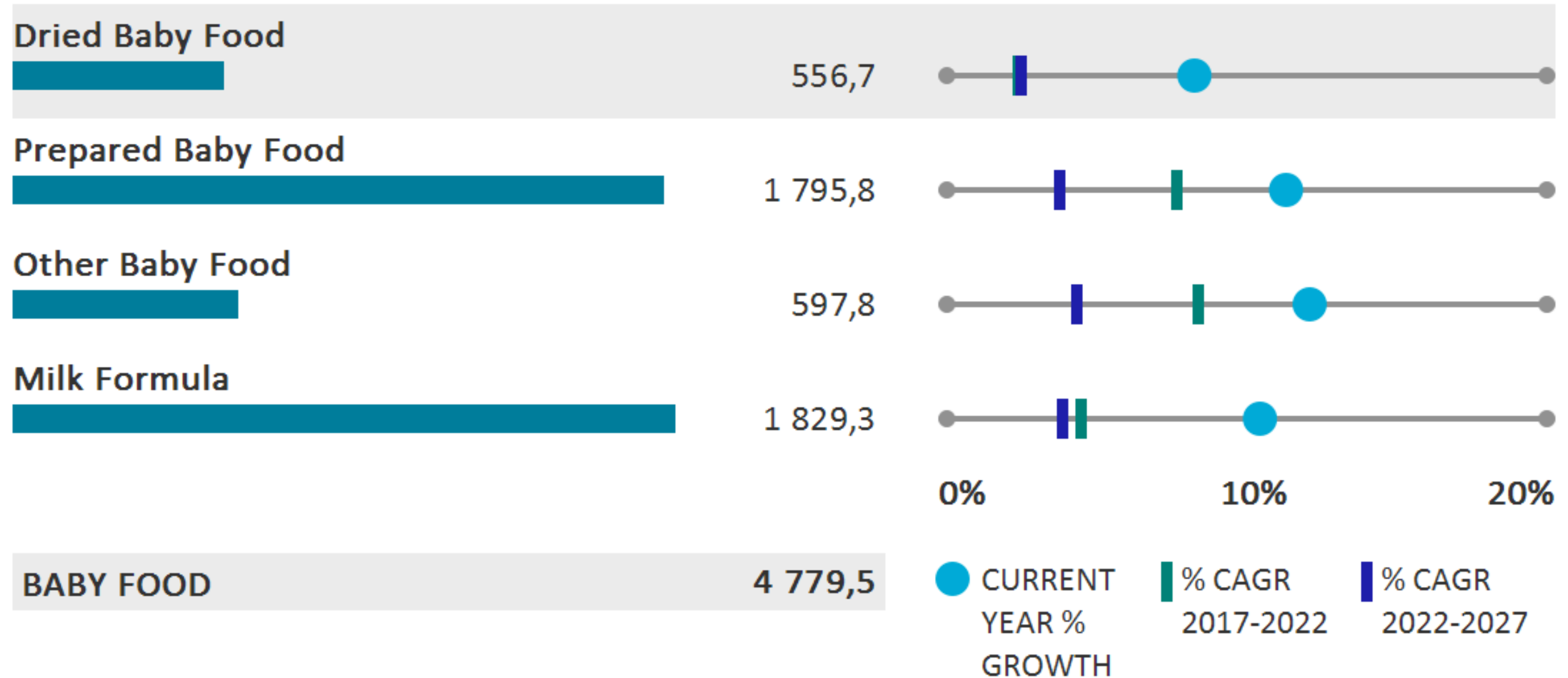
- v roce 2022 vzrostly maloobchodní tržby o 11 % na celkových 4,8 mld. Kč
- hlavním hráčem na trhu je Danone (podíl 27 %), následuje Hero (výrobce Sunaru) a Nestlé
- maloobchodní tržby by měly do roku 2027 vzrůst o 3 % (v roce 2022 o 0,2 %) na 5,5 miliardy Kč

Sales of Baby Food in Czech Republic by Category

Retail Value RSP - CZK million - Current - 2022

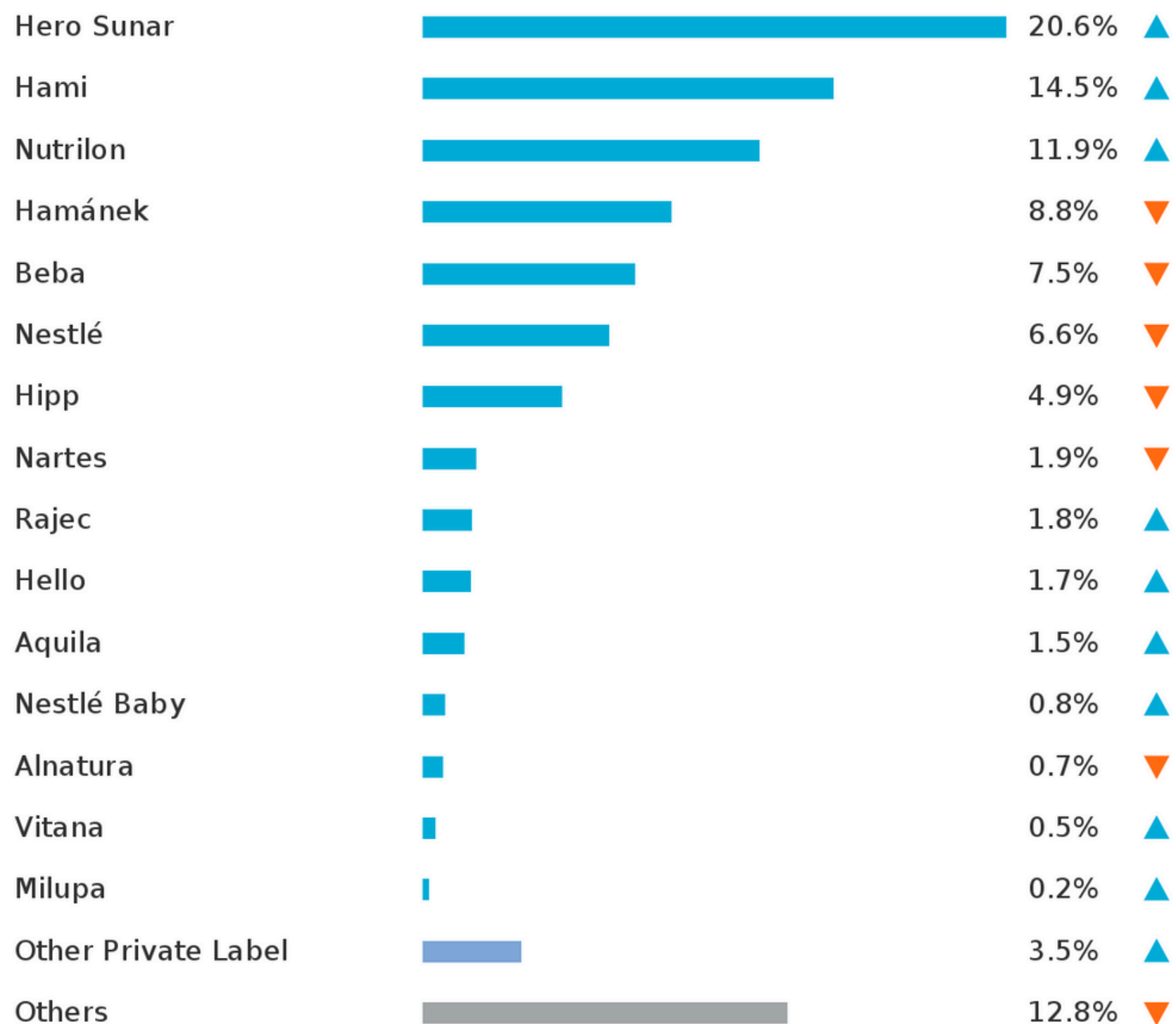
Growth Performance

Click on a Category to update Sales Chart



Brand Shares of Baby Food in Czech Republic

% Share (LBN) - Retail Value RSP - 2022



5-Year Trend

▲ Increasing share ▼ Decreasing share — No change

Company Shares of Baby Food in Czech Republic

% Share (NBO) - Retail Value RSP - 2022

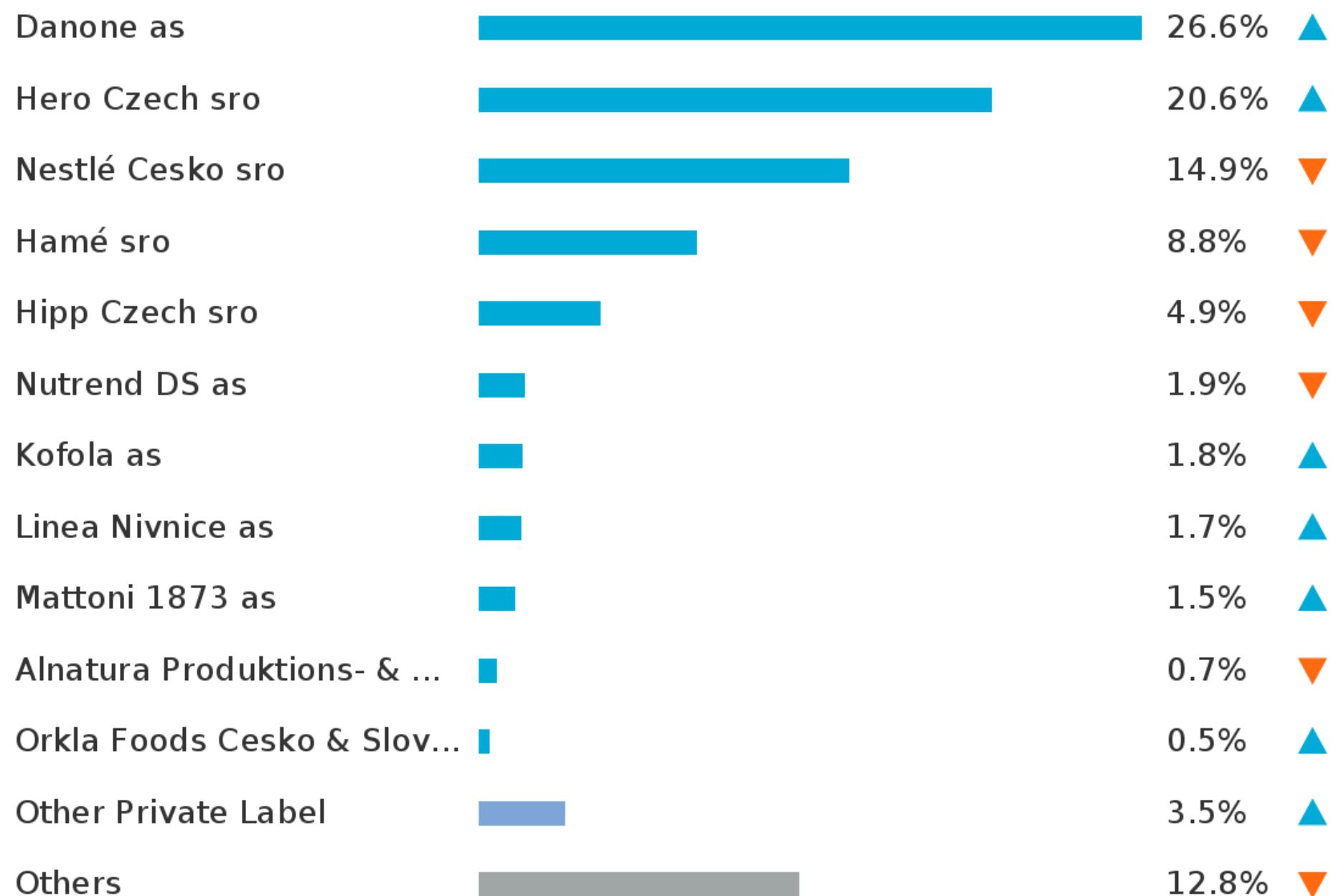


Table 2 Sales of Baby Food by Category: Value 2017-2022

CZK million

	2017	2018	2019	2020	2021	2022
-- Powder Special Baby Milk Formula	267.5	279.8	309.0	334.4	362.0	414.4
-- Liquid Special Baby Milk Formula	-	-	-	-	-	-
- Special Baby Milk Formula	267.5	279.8	309.0	334.4	362.0	414.4
-- Powder Growing-Up Milk Formula	385.9	393.0	404.2	417.1	436.0	484.1
-- Liquid Growing-Up Milk Formula	1.4	1.5	1.5	1.7	1.9	2.2
- Growing-Up Milk Formula	387.3	394.4	405.7	418.8	438.0	486.3
-- Powder Follow-on Milk Formula	598.3	596.6	597.7	586.7	586.4	644.2
-- Liquid Follow-on Milk Formula	-	-	-	-	-	-
- Follow-on Milk Formula	598.3	596.6	597.7	586.7	586.4	644.2
-- Powder Standard Milk Formula	272.8	268.7	265.5	259.1	269.4	284.3
-- Liquid Standard Milk Formula	-	-	-	-	-	-
- Standard Milk Formula	272.8	268.7	265.5	259.1	269.4	284.3
Milk Formula	1,525.9	1,539.5	1,577.9	1,599.0	1,655.7	1,829.3
Other Baby Food	406.6	425.6	444.4	493.8	532.3	597.8
Prepared Baby Food	1,268.3	1,381.1	1,446.5	1,519.1	1,611.5	1,795.8
Dried Baby Food	518.5	516.1	507.7	508.6	515.1	556.7
Baby Food	3,719.3	3,862.2	3,976.5	4,120.4	4,314.6	4,779.5

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 10 Forecast Sales of Baby Food by Category: Value 2022-2027

CZK million

	2022	2023	2024	2025	2026	2027
-- Powder Special Baby Milk Formula	414.4	425.3	440.6	456.0	471.5	485.5
-- Liquid Special Baby Milk Formula	-	-	-	-	-	-
- Special Baby Milk Formula	414.4	425.3	440.6	456.0	471.5	485.5
-- Powder Growing-Up Milk Formula	484.1	482.4	486.3	489.7	493.2	495.4
-- Liquid Growing-Up Milk Formula	2.2	2.4	2.6	2.9	3.3	3.8
- Growing-Up Milk Formula	486.3	484.8	489.0	492.6	496.6	499.2
-- Powder Follow-on Milk Formula	644.2	628.6	618.4	614.6	612.0	608.7
-- Liquid Follow-on Milk Formula	-	-	-	-	-	-
- Follow-on Milk Formula	644.2	628.6	618.4	614.6	612.0	608.7
-- Powder Standard Milk Formula	284.3	276.5	273.8	272.2	271.4	270.2
-- Liquid Standard Milk Formula	-	-	-	-	-	-
- Standard Milk Formula	284.3	276.5	273.8	272.2	271.4	270.2
Milk Formula	1,829.3	1,815.2	1,821.8	1,835.4	1,851.4	1,863.5
Other Baby Food	597.8	604.2	612.8	619.6	623.0	625.4
Prepared Baby Food	1,795.8	1,786.8	1,798.3	1,807.0	1,813.6	1,819.1
Dried Baby Food	556.7	541.8	535.9	532.3	529.5	527.3
Baby Food	4,779.5	4,747.9	4,768.7	4,794.3	4,817.6	4,835.4

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Retail Channels for Baby Food in Czech Republic

Retail Value RSP 2022 and Percentage Point Growth - 2017-2022

