

## Baby Food and Drink - UK - April 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Brands could offer parents more reassurance about the healthiness of manufactured baby/toddler food by referencing more actively on-pack all the nutritional qualities the product has to offer, acknowledging key nutrients such as protein, calcium and carbohydrates.”  
– Colette Warren, Food and Drink Analyst

### This report looks at the following areas:

- Scope to boost the appeal of manufactured baby/toddler food by harnessing the healthy connotations of the product
- Flavours in stages offer strong potential
- Opportunities to grow purchasing of baby food in the online channel

The UK baby food, drink and milk market was hit by the decline in the number of births in 2013, contributing to the decline in volume sales over 2013-14. Meanwhile, rising prices have fuelled value growth ahead of volumes, translating into a 3% value growth over 2013-14, putting the market's total value at £656 million in 2014.

It is predicted that there will be a further decline in the number of births over the 2014-19 period. This poses a challenge for the category, as does the ongoing competition manufactured baby food faces from homemade versions, with this the preferred option for most parents over manufactured baby food.

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### DID YOU KNOW?

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Parents seek guidance and reassurance on the nutritional requirements of babies/toddlers

Opportunity for baby/toddler snacks to extend usage past 36 months

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