

## Feeding Babies and Toddlers - US - February 2016

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Following five years of 2.4% annual sales growth, the market for baby/toddler foods has reached \$6.9 billion, and with the increase in the birthrate, the market for baby/toddler food and drinks will grow.

### This report looks at the following areas:

- Baby food/drink sales to rise
- Breastfeeding's growth comes at formula's expense
- Birthrate rise should bode well for baby food/drink

Parents are willing to pay a premium for these goods, providing the quality meets parents' expectations – and the child enjoys the flavor. Having children later in life means parents are likely more established in their careers and, therefore, have greater available income to pay the premium that organic and natural products typically command. However, these recession-hardened consumers are aware that such claims, as well as preservative-, artificial-, and GMO-free promises, are just as viable from less-expensive alternatives and private label offerings.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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