

Baby Food and Drink - US - May 2014

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“More than half of respondents to Mintel’s survey say they give their babies/toddlers aged three and younger adult food. While this is to be expected as babies reach their toddler years, brands can counter the potential for parents to feed their babies adult food.

– Amy Kraushaar, Category Manager, Food and Drink

This report looks at the following areas:

- Can brands persuade parents to use baby food over adult food?
- How can juice brands help decelerate losses?

This report includes powdered, ready-to-feed (RTF), and concentrated, canned baby formula. It also includes canned and jarred baby food (including shelf-stable and frozen/refrigerated products), cereal, and snacks, as well as baby juice.

Not included are other foods that babies consume such as fruit, non-baby-specific juice, or non-baby-specific canned or jarred products that may be eaten by consumers of all ages (eg, “regular” apple sauce or cereal, “regular” juice).

For the purposes of this report, babies are children younger than one, and toddlers are aged 1-2 years.

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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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