

Baby Food and Drink - UK - April 2016

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“Homemade food continues to dominate usage, offering parents a cheaper way to feed their child as well as control over ingredients. This poses a threat to the baby food and drink market. Brands and own-labels can play a role in helping self-sufficiency, through sharing their expertise for example in online tutorials.”

– Amy Price, Senior Food and Drink Analyst

This report looks at the following areas:

- An emphasis on convenience should provide a tangible benefit for parents
- Opportunities to add further value to the market
- Sugar remains an issue

Baby milk drove sales in the wider market, seeing year-on-year value and volume growth that defied the fall in the birth rate in England and Wales in 2014. This shows that births alone are not driving growth with follow-on and growing up milks keeping children in the market for longer.

Strong advertising spend on follow-on milk is helping to support this, while premiumisation in the baby milk market, such as by Aptamil, should further help to add value.

Savoury meals and dishes continued to dominate new product launches, although the largest growth over 2014-15 was seen in biscuits and rusks and drinks, both attempting to counter the recent negative attention on sugar by looking to low/no/reduced (L/N/R) sugar variants.

Homemade food continues to pose competition to the market; emphasising the emotional benefits that the convenience of baby food offers could serve to grant parents permission to take this shortcut, with a greater number seeing manufactured baby food as more convenient than homemade.

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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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- The implications
- Sugar remains an issue
- The facts
- The implications

The Market – What You Need to Know

- Values and volumes rise in 2015

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Baby milk grows sales and share, while baby food plateaus

Birth rate drops in 2014

Sugar continues to hit the headlines

Opportunities for premiumisation; those with 'healthy' finances more likely to use baby food

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Homemade food dominates, used by 83% of parents

Brand is the top factor

Almost half prefer their child to eat the same food as the family

A near 80% associate variety with combatting allergies

Convenience is the main appeal of manufactured baby/toddler food

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Homemade food dominates, used by 83% of parents

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Brand is the top factor

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Convenient packaging appeals to those with 'healthy' finances and those living in urban locations
Ingredients are a driver

Factors Influencing Purchasing of Baby/Toddler Food

Trust in a brand is most important factor

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Almost half prefer their child to eat the same food as the family

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Convenience is the main appeal of manufactured baby/toddler food

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