

Baby Food and Drink - UK - March 2019

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“Nowadays, companies are expected to do the right thing and caring about the environment is on the priority list. A focus on steps to address concerns over the environmental impact of packaging will ensure that more environmentally-conscious parents continue to buy into the baby food and drink category.”

– Amy Price, Senior Food and Drink Analyst

This report looks at the following areas:

- Parents are concerned about the environmental impact of packaging
- Strong interest from parents in guidance on calories
- Calls for greater choice at foodservice venues

Estimated at £725 million in 2018, the baby food, drink and milk market grew by 9.8% over 2013-18, inflation being the main driver of growth. This is a trend that is expected to continue, with volume sales predicted to fall by 4.4% to 86 million kg by 2023, coming under pressure owing to the declining birth rate. However, the possibility remains for a wildcard rise in the birth rate in any one year to boost sales temporarily.

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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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Added benefits is the most popular factor when buying baby milk

Parents want elements of control

Calls for greater choice at foodservice venues

Homemade food scores well on being healthy, tasty and inexpensive

Manufactured food leads on convenience

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