

Baby Food and Drinks: Incl Impact of COVID-19 - US - April 2020

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This report looks at the following areas:

- A continuing birth dearth
- Homemade remains popular among younger parents
- Toddler food eschewed in favor of regular foods



"The market for baby/toddler food and drink remains strong, despite the fact that its principal target audience continues to dwindle. The market in 2019 stood at just under \$7 billion, 4% ahead of 2014 total sales. Formula maintains a huge market share lead, though its growth has been minimal."

- William Roberts, Jr, Senior Food & Drink Analyst

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