

Baby Food and Drink – UK – March 2020

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This report looks at the following areas:

- Opportunities in chilled and frozen baby food
- Manufacturers need to address concerns over the quality of meat
- Delivery services appeal to 39%

Estimated at £689 million in 2019, the baby food, drink and milk market grew by 1.3% over 2014-19 – inflation being the main driver of growth. Volume sales have been hit by the declining birth rate, reaching 85 million kg in 2019, with no growth expected over 2019-24.

The continued popularity of homemade baby food, which is more popular than any manufactured food and drink, is also denting demand for manufactured versions, with only snacks in growth.



“That parents would like to see more chilled and frozen varieties poses an opportunity for further expansion in these areas, these being largely untapped in baby/toddler food. While moving into the chilled or frozen aisles comes with hurdles in terms of costs, price points, shelf-life and visibility, the strong interest nonetheless points to the segment warranting further consideration.”

– Amy Price, Senior Food and

Drink Analyst

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