

Baby Food and Drink - US - May 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

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“U.S. Census Bureau data show a 2.7% decline in population of children younger than five from 2008-13, signaling a shrinking market for baby food and drink. Innovative packaging and new formats that can make baby food and drink products appealing to babies longer will help counter losses in sales.”

– Sarah Day Levesque, Food Analyst

In this report we answer the key questions:

- What can the industry do to counter the effects of declining birthrates?
- What role does nutrition play in the baby/toddler food market?
- How can the industry address concerns over product safety?

After suffering a two-year setback in sales as a result, in large part, of the recession, the baby food and drink industry has started to recover and in 2012 sales reached \$6.5 billion. The market is driven by the dominant baby formula segment and to a much lesser extent the baby food and snacks segment. Both segments have been held back by a declining birthrate and sluggish economy. However, product innovation in packaging that is both convenient for adults and toddlers to use has sparked some growth as well as expanded the consumer base for some products to older children. Small but growing sales of organic products are attracting new users and new companies, both of which encourage growth. Economic recovery along with continued innovation will help drive growth in this challenged industry.

This report builds on the analysis presented in Mintel's *Baby Food and Drink—U.S., June 2012*, as well as the same title in May 2011, May 2010, January 2009, and January 2008.

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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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Table of Contents

Scope and Themes

What you need to know

Definition

Data sources

Sales data

Consumer survey data

Advertising creative

Abbreviations and terms

Abbreviations

Terms

Executive Summary

Overview

Baby food and drink market size and forecast

Figure 1: Total U.S. sales and fan chart forecast of baby food and drink, at current prices, 2007-17

Baby food and drink segment performance

Figure 2: Sales of baby food and drink, segmented by type, 2007-17

Decline in birthrate shrinks baby food and drink consumer base

Figure 3: Fertility rate, by race and ethnicity, 2010

Full-time employment drives baby formula and store-bought food usage

Figure 4: Parents' behaviors toward feeding their child(ren), by employment, February 2013

Interest in all-natural and organic products adds momentum to market

Figure 5: New baby food and drink product launches, by organic and not organic, 2007-13*

Supermarkets suffer as consumers turn to value shopping experience

Figure 6: Total U.S. retail sales of baby food and drink, by channel, at current prices, 2010 and 2012

Three brands account for 87% of category sales

Figure 7: MULO sales of baby food and drink, by leading companies, rolling 52 weeks 2012 and 2013

Parents more likely to use formula but not necessarily store-bought food

Figure 8: Parents' behaviors toward feeding their child(ren) younger than one, February 2013

Figure 9: Parents' behaviors toward feeding their child(ren) younger than three, February 2013

Price, all-natural ingredients, and convenience most important to parents

Figure 10: Important characteristics when purchasing baby food and drink, February 2013

Nutrition and safety on the minds of most parents

Figure 11: Important nutritional characteristics when purchasing baby food and drink, February 2013

What we think

Issues in the Market

What can the industry do to counter the effects of declining birthrates?

What role does nutrition play in the baby/toddler food market?

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How can the industry address concerns over product safety?

Insights and Opportunities

- Expanding market beyond babies and toddlers
- Positioning pureed fruits and vegetables for adults
- Ethnic and exotic flavors may appeal to young adults
- Baby food products that offer versatility in usage

Trend Applications

- Trend: Factory Fear
- Trend: Buydeology
- Mintel Futures: Access Anything, Anywhere

Market Size and Forecast

- Key points
 - Declining birthrates, struggling economy, price instability obstruct growth
 - Economic recovery, innovation, and market expansion will drive category
- Sales and forecast of baby food and drink
 - Figure 12: Total U.S. retail sales and forecast of baby food and drink, at current prices, 2007-17
 - Figure 13: Total U.S. retail sales and forecast of baby food and drink, at inflation adjusted prices, 2007-17
- Fan chart forecast
 - Figure 14: Total U.S. sales and fan chart forecast of baby food and drink, at current prices, 2007-17

Market Drivers

- Key points
 - Declining fertility rates challenge baby food and drink market growth
 - Figure 15: Fertility rate, by race and ethnicity, 2010
 - Full-time employment drives use of store-bought baby/toddler food
 - Figure 16: Parents' behaviors toward feeding their child(ren), by employment, February 2013
- Organic movement has hit baby food market

Competitive Context

- Breast milk still number one source of nutrition for baby
- Homemade baby/toddler food used by more parents than store-bought food
- Adult foods, such as cereals, compete for growing babies
 - Figure 17: Cheerios TV ad, "Two Generations," 2012

Segment Performance

- Key points
 - Baby formula remains dominant, but baby food growth rate much higher
- Sales of baby food and drink, by segment
 - Figure 18: Sales of baby food and drink, segmented by type, 2010 and 2012

Segment Performance – Baby Formula

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Key points

Baby formula to continue to drive slow category sales growth

Sales and forecast of baby formula

Figure 19: Sales and forecast of baby formula, at current prices, 2007-17

Segment Performance – Baby Food and Snacks

Key points

Baby food and snacks fares relatively well in recession recovery

Sales and forecast of baby food and snacks

Figure 20: Sales and forecast of baby food and snacks, at current prices, 2007-17

Segment Performance – Baby Electrolytes

Key points

Baby electrolytes suffer after recession, expected to slowly recover

Sales and forecast of baby electrolytes

Figure 21: Sales and forecast of baby electrolytes, at current prices, 2007-17

Segment Performance – Baby Juice

Key points

Baby juice on downward spiral, no end in sight

Sales and forecast of baby juice

Figure 22: Sales and forecast of baby juice, at current prices, 2007-17

Retail Channels

Key points

Other channels sales dominance grows as supermarkets lose sales

Sales of baby food and drink, by channel

Figure 23: Total U.S. retail sales of baby food and drink, by channel, at current prices, 2010-12

Retail Channels – Supermarkets

Key points

Supermarket sales of baby food and drink take 13% tumble since 2007

Supermarket sales of baby food and drink

Figure 24: U.S. supermarket sales of baby food and drink, at current prices, 2007-12

Retail Channels – Drug Stores

Key points

Drug store sales remain small fraction of total sales

Drug store sales of baby food and drink

Figure 25: U.S. drug store sales of baby food and drink, at current prices, 2007-12

Retail Channels – Other

Key points

Other channel finds success with competitive pricing

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Other channel sales of baby food and drink

Figure 26: U.S. sales of baby food and drink, through other retail channels, at current prices, 2007-12

Retail Channels – Natural Supermarkets

Key points

Insights

Sales of baby food in the natural channel

Figure 27: Natural supermarket sales of baby food, at current prices, 2010-12*

Figure 28: Natural supermarket sales of baby food, at inflation-adjusted prices, 2010-12*

Natural channel sales of baby foods by segment

Figure 29: Natural supermarket sales of baby food, by segment, 2011 and 2013*

Natural channel sales of baby food by organic

Figure 30: Natural supermarket sales of baby food, by organic, 2011 and 2013*

Leading Companies

Key points

Three brands dominate baby food and drink market

Private label, other companies' sales growing faster than leaders'

MULO sales of baby food and drink

Figure 31: MULO sales of baby food and drink, by leading companies, rolling 52 weeks 2012, 2013

Brand Share – Baby Formula

Key points

Similac, Enfamil lead segment, but Gerber experiences strongest growth

Private label not making much headway

MULO sales of baby formula

Figure 32: MULO sales of baby formula, by leading companies, rolling 52 weeks 2012 and 2013

Brand Share – Baby Food and Snacks

Key points

Gerber dominates market, but shows little sign of growth in 2013

Demand for organic, new products, savings drives other sales

MULO sales of baby food and snacks

Figure 33: MULO sales of baby food and snacks, by leading companies, rolling 52 weeks 2012 and 2013

Brand Share – Baby Electrolytes

Key points

Pedialyte and private label share baby electrolyte market

MULO sales of baby electrolytes

Figure 34: MULO sales of baby electrolytes, by leading companies, rolling 52 weeks 2012, 2013

Brand Share – Baby Juice

Key points

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Gerber, other brands suffer as baby juice sales decline

MULO sales of baby juice

Figure 35: MULO sales of baby juice, by leading companies, rolling 52 weeks 2012 and 2013

Innovations and Innovators

Traditional baby food leads all subcategories in innovation

Figure 36: New baby food and drink product launches, by subcategory, 2007-13*

Innovation in organic baby food is helping drive the market

Figure 37: New baby food and drink product launches, by organic and not organic, 2007-13*

Figure 38: New baby food and drink product launches, by brand, 2007-13*

New product claims reflect what parents say is important

Figure 39: Top 10 claims on new baby food and drink product launches, 2007-13*

Marketing Strategies

Overview of brand landscape

Brand analysis: Gerber Good Start

Figure 40: Brand analysis of Gerber Good Start, 2013

Online initiatives

Figure 41: Gerber Facebook Post, 2013

Figure 42: Gerber Website, 2013

TV presence

Figure 43: Gerber Good Start TV ad, "Baby Einstein," 2012

Brand analysis: Gerber Graduates

Figure 44: Brand analysis of Gerber Graduates, 2013

TV presence

Figure 45: Gerber Graduates TV ad, "Graduates Grabbers/Lil' Entrees," 2012

Brand analysis: Earth's Best Organic

Figure 46: Brand analysis of Earth's Best Organics, 2013

Online initiatives

Figure 47: Earth's Best Organic Facebook Post, 2013

TV presence

Figure 48: Earth's Best organic TV ad, "Best Way to Grow," 2012

Brand analysis: Enfamil

Figure 49: Brand analysis of Enfamil, 2013

Online initiatives

Figure 50: Enfamil Facebook Post, 2013

Figure 51: Enfamil YouTube Video, 2013

TV presence

Figure 52: Enfamil TV ad, "Peace of Mind," 2012

Social Media – Baby Food and Drink

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Key points

Social media metrics

Figure 53: Key performance indicators, April 2013

Market overview

Brand usage and awareness

Figure 54: Usage and awareness of selected baby food and drink brands, February 2013

Interaction with baby food and drink brands

Figure 55: Interaction with baby food and drink brands, February 2013

Online conversations

Figure 56: Selected baby food and drink brands' share of conversation, Jan. 17-April 16, 2013

Figure 57: Conversations on selected baby food and drink brands, by week, Jan. 17-April 16, 2013

Where are people talking about baby food and drink brands?

Figure 58: Selected baby food and drink brands' share of brand conversations, by page type, Jan. 17-April 16, 2013

What are people talking about?

Figure 59: Types of conversations concerning selected baby food and drink brands, Jan. 17-April 16, 2013

Figure 60: Types of conversations concerning selected baby food and drink brands, by week, Jan. 17-April 16, 2013

Figure 61: Types of conversations concerning selected baby food and drink brands, by site type, Jan. 17-April 16, 2013

Analysis by brand

Enfamil

Figure 62: Enfamil—Key social media indicators, April 15, 2013

Key online campaigns

What we think

Gerber

Figure 63: Gerber—Key social media indicators, April 15, 2013

Key online campaigns

What we think

Plum Organics

Figure 64: Plum Organics—Key social media indicators, April 15, 2013

Key online campaigns

Figure 65: Word cloud of mentions of Plum Organic's "The Full Effect" campaign, Jan. 17-April 21, 2013

What we think

Earth's Best

Figure 66: Earth's Best—Key social media indicators, April 15, 2013

Key online campaigns

What we think

Ella's Kitchen

Figure 67: Ella's Kitchen—Key social media indicators, April 15, 2013

Key online campaigns

What we think

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Happy Baby

Figure 68: Happy Baby—Key social media indicators, April 15, 2013

Key online campaigns

What we think

Parents' Feeding Behavior

Key points

Parents more likely to buy formula and food than nurse and make food

Figure 69: Parents' behaviors toward feeding their child(ren), by age of child(ren), February 2013

Employment status impacts how parents feed babies and toddlers

Figure 70: Parents' behaviors toward feeding their child(ren), by employment, February 2013

First-time parents more likely to rely on store-bought baby/toddler food

Figure 71: Parents' behaviors toward feeding their child(ren), by parents with children, February 2013

Attitudes Comparing Homemade and Store-bought Food

Key points

Homemade baby/toddler food more highly regarded than store-bought food

Figure 72: Attitudes toward baby/toddler food, February 2013

Dads more likely than moms to favor store-bought baby/toddler food

Figure 73: Store-bought baby/toddler food, by gender, February 2013

New parents more likely to think store-bought food is cheaper, less wasteful

Figure 74: Store-bought baby/toddler food, by parents with children, February 2013

Important Product Attributes

Key points

Parents value price, all-natural ingredients, and convenience most

Figure 75: Important characteristics when purchasing baby food and drink, February 2013

Many parents think nutritional attributes are important

Parents using only store-bought food value nutrition, ingredients less

Figure 76: Any important characteristics when purchasing baby food and drink, by parents' behaviors toward feeding their child(ren), February 2013

Baby/Toddler Food and Drink Parent Behavior

Key points

Word-of-mouth marketing plays role in baby/toddler food marketing

Figure 77: Behaviors toward baby/toddler food and drink, February 2013

Labeling may be more effective in reaching parents aged 35+

Figure 78: Research behavior toward baby/toddler food and drink, by age, February 2013

Parents aged 35+ more brand loyal, less likely to value shop

Figure 79: Purchase behavior toward baby/toddler food and drink, by age, February 2013

Parents' Attitudes on Baby and Toddler Food

Key points

Nutrition a concern for almost a quarter of parents

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Figure 80: Attitudes toward baby food and drink nutritional attributes, February 2013

Low-income parents more concerned about product safety

Figure 81: Attitudes toward baby food and drink nutritional attributes, by household income, February 2013

Parents who use a mix of foods more likely to desire ethnic food options

Figure 82: Attitudes toward baby food and drink nutritional attributes, by feeding type, February 2013

Sources of Nutritional Information

Key points

Parents most likely to look online for baby food and drink products

Figure 83: Attitudes toward nutritional information, February 2013

Men and women favor different sources for baby food information

Figure 84: Attitudes toward nutritional information, by gender, February 2013

Household income level plays a role in determining information sources

Figure 85: Attitudes toward nutritional information, by household income, February 2013

Race and Hispanic Origin

Key points

Non-white parents more likely to use formula, make baby food

Figure 86: Parents' behavior toward feeding their child(ren), by race, February 2013

Figure 87: Parents' behavior toward feeding their child(ren) drinks, by race, February 2013

Low/no sugar, recognizable brand trump convenience for other races

Figure 88: Any important characteristics when purchasing baby food and drink, by race, February 2013

Figure 89: Attitudes toward nutritional information, by race, February 2013

IRI/Builders – Key Household Purchase Measures

Overview of baby food

Baby food/snacks

Consumer insights on key purchase measures—baby food/snacks

Brand map

Figure 90: Brand map, selected brands of baby food/snacks, by household penetration, 2012*

Brand leader characteristics

Key purchase measures

Figure 91: Key purchase measures for the top brands of baby food/snacks, by household penetration, 2012*

Appendix – Food and Drink Market Drivers

Consumer confidence

Figure 92: University of Michigan's index of consumer sentiment (ICS), 2007-13

Unemployment

Figure 93: U.S. unemployment rate, by month, 2002-13

Figure 94: U.S. Unemployment and underemployment rates, 2007-13

Figure 95: Number of employed civilians in U.S., in thousands, 2007-13

Food cost pressures

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Figure 96: Changes in USDA Food Price Indexes, 2011 through 2013, March 25, 2013

Obesity

Figure 97: U.S. Obesity, by age group, 2008 and 2012

Childhood and teen obesity—highest in decades

Figure 98: Prevalence of obesity among children and adolescents aged 2-19, 1971-2010

Racial, ethnic population growth

Figure 99: Population by race and Hispanic origin, 2008, 2013, and 2018

Figure 100: Households with children, by race and Hispanic origin of householder, 2012

Shifting U.S. demographics

Figure 101: Population, by age, 2008-18

Figure 102: Households, by presence of own children, 2002-12

Appendix – Other Useful Consumer Tables

Figure 103: Parents' behaviors toward feeding their child(ren), by gender, February 2013

Figure 104: Parents' behaviors toward feeding their child(ren), by household income, February 2013

Figure 105: Parents' behaviors toward feeding their child(ren), by parents with children, February 2013

Figure 106: Homemade baby/toddler food, by gender, February 2013

Figure 107: Homemade baby/toddler food, by household income, February 2013

Figure 108: Homemade baby/toddler food, by employment, February 2013

Figure 109: Homemade baby/toddler food, by region, February 2013

Figure 110: Homemade baby/toddler food, by parents' behaviors toward feeding their child(ren), February 2013

Figure 111: Store-bought baby/toddler food, by gender, February 2013

Figure 112: Store-bought baby/toddler food, by region, February 2013

Figure 113: Store-bought baby/toddler food, by parents' behaviors toward feeding their child(ren), February 2013

Figure 114: They are about the same, by parents' behaviors toward feeding their child(ren), February 2013

Figure 115: Attitudes toward nutritional information, by presence of children in household, February 2013

Figure 116: Attitudes toward nutritional information, by parents' behaviors toward feeding their child(ren), February 2013

Figure 117: Usage of baby drink and food in the past 12 months, by attitudes toward nutritional information, February 2013

Figure 118: Usage of baby drink and food in the past 12 months, by attitudes toward nutritional information, February 2013

Figure 119: Usage of baby drink and food in the past 12 months, by attitudes toward nutritional information, February 2013

Figure 120: Usage of baby drink and food in the past 12 months, by behaviors toward baby/toddler food and drink, February 2013

Figure 121: Usage of baby drink and food in the past 12 months, by behaviors toward baby/toddler food and drink, February 2013

Figure 122: Attitudes toward baby food and drink nutritional attributes, by generation, February 2013

Appendix – Social Media – Baby Food and Drink

Brand usage and awareness

Figure 123: Brand usage or awareness, February 2013

Figure 124: Enfamil usage or awareness, by demographics, February 2013

Figure 125: Earth's best usage or awareness, by demographics, February 2013

Figure 126: Plum organics usage or awareness, by demographics, February 2013

Figure 127: Ella's kitchen usage or awareness, by demographics, February 2013

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Baby Food and Drink - US - May 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

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Figure 128: Happy Baby usage or awareness, by demographics, February 2013

Figure 129: Gerber usage or awareness, by demographics, February 2013

Activities done

Figure 130: Activities done, February 2013

Figure 131: Enfamil—Activities done, by demographics, February 2013

Figure 132: Earth's Best—Activities done, by demographics, February 2013

Figure 133: Gerber—Activities done, by demographics, February 2013

Online conversations

Figure 134: Selected baby food and drink brands' share of conversation, Jan. 17-April 16, 2013

Figure 135: Conversations on selected baby food and drink brands, by day, Jan. 17-April 16, 2013

Figure 136: Selected baby food and drink brands' share of brand conversations, by page type, Jan. 17-April 16, 2013

Figure 137: Types of conversations concerning selected baby food and drink brands, Jan. 17-April 16, 2013

Figure 138: Types of conversations concerning selected baby food and drink brands, by day, Jan. 17-April 16, 2013

Figure 139: Types of conversations concerning selected baby food and drink brands, by site type, Jan. 17-April 16, 2013

Appendix – SymphonyIRI Builders Panel Data Definitions

SymphonyIRI Consumer Network Metrics

Appendix – Trade Associations

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