

## Baby Food and Drink - UK - April 2016

Report Price: £1750.00 | \$2834.04 | €2223.04

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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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## Table of Contents

### Overview

- What you need to know
- Products covered in this report

### Executive Summary

- The market
- Values and volumes rise in 2015
  - Figure 1: Best- and worst-case forecast of total UK retail value sales of baby food, drink and milk, 2010-20
- Baby milk grows sales and share, while baby food plateaus
- Birth rate drops in 2014
- Companies and brands
- Ella's Kitchen gains sales and share within baby food and leads on innovation
- Danone captures around 80% of the baby milk market
- Adspend falls as follow-on milk sees drop in support
- The consumer
- Homemade food dominates, used by 83% of parents
  - Figure 2: Usage of baby food, by type, December 2015
- Brand is the top factor
  - Figure 3: Factors influencing purchasing of baby/toddler milk, December 2015
  - Figure 4: Factors influencing purchasing of manufactured baby/toddler food, December 2015
- Almost half prefer their child to eat the same food as the family
  - Figure 5: Attitudes towards baby/toddler food, December 2015
- A near 80% associate variety with combatting allergies
  - Figure 6: Attitudes to baby/toddler food and drink, December 2015
- What we think

### Issues and Insights

- An emphasis on convenience should provide a tangible benefit for parents
- The facts
- The implications
- Opportunities to add further value to the market
- The facts
- 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

## Market Size and Forecast

Values and volumes rise in 2015

Figure 7: Total UK retail volume and value sales of baby food, drink and milk, 2010-20

The future

Figure 8: Best- and worst-case forecast of total UK retail value sales of baby food, drink and milk, 2010-20

Figure 9: Best- and worst-case forecast of total UK retail volume sales of baby food, drink and milk, 2010-20

Forecast methodology

## Market Segmentation

Baby milk grows sales and share

Figure 10: UK retail value and volume sales of baby food, drink and milk, by segment, 2012-15

Baby food sales plateau in 2015

Finger foods/snacks grow over 2012-15

Baby drinks see ongoing decline

## Market Drivers

Birth rate drops in 2014

Figure 11: Live births in England and Wales, 2010-14

Figure 12: Live births in England and Wales, by area of residence of mother, 2014

Only slight growth predicted in 0-4s over 2015-20

Figure 13: Trends in the age structure of the UK population, 2010-20

Average age of mothers continues to edge up

Figure 14: Mean age of mother at childbirth, 2010-14

Health remains an ongoing focus

Sugar continues to hit the headlines...

Figure 15: Daily sugar intake, by age, UK, and share of daily food energy from added sugars, rolling programme 2008-12

...also in baby food

Obesity rates rise year on year

Figure 16: Prevalence of obese/overweight children aged 2-4, by gender, England, 2013 and 2014

Breastfeeding rates fall

Breastfeeding in public continues to attract attention

Figure 17: Percentage of mothers initiating breastfeeding and the percentage of infants being breastfed at six to eight weeks, 2008/09-2014/15

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

Figure 18: Considerations when buying food and drink for youngest child, June 2014

Time pressures hit parents

Figure 19: Qualities associated with baby Food and Drink, December 2015

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## Key Players – What You Need to Know

- Ella's Kitchen gains sales and share within baby food
- Snack brands see mixed fortunes, with Organix continuing to lead
- Danone captures around 80% of the baby milk market
- Heinz is the only dominant player in baby drinks
- Ella's Kitchen leads on innovation
- Adspend falls as follow-on milk sees drop in support

## Market Share

- Ella's Kitchen gains sales and share within baby food
  - Figure 20: Leading brands' sales in the UK baby food market, by value and volume, 2014/15 and 2015/16
  - Figure 21: Leading manufacturers' sales in the UK baby food market, by value and volume, 2014/15 and 2015/16
- Snack brands see mixed fortunes, with Organix continuing to lead
  - Figure 22: Leading brands' sales in the UK baby snacks market, by value and volume, 2014/15 and 2015/16
  - Figure 23: Leading manufacturers' sales in the UK baby snacks market, by value and volume, 2014/15 and 2015/16
- Danone captures around 80% of the baby milk market
  - Figure 24: Leading brands' sales in the UK baby milk market, by value and volume, 2014/15 and 2015/16
  - Figure 25: Leading manufacturers' sales in the UK baby milk market, by value and volume, 2014/15 and 2015/16
- Heinz is the only dominant player in baby drinks
  - Figure 26: Leading brands' sales in the UK baby drinks market, by value and volume, 2014/15 and 2015/16

## Launch Activity and Innovation

- Meals lead NPD
  - Figure 27: Share of new product launches within the UK baby food, drink and milk market, by sub-category, 2012-15
- Baby biscuits and rusks see rise in launches
- Drinks brands look to water variants
- Popularity of pouches continues
  - Figure 28: Share of new product launches within the UK baby food, drink and milk market, by selected package type, 2012-15
- Heinz looks to wider spout for chunkier ingredients
- Ella's Kitchen leads on innovation
- Ella's expands snack range for those aged 3+...
  - Figure 29: Share of new product launches within the UK baby food, drink and milk market, by company, 2012-15
- ...and relaunches cereals range
- Hipp unveils dessert range for those aged 15 months plus
- Aptamil looks to premiumisation with Profutura range, featuring omega-3
- Little Dish introduces pizza line...
  - ...and expands into snacks
- Brands dominate NPD, but own-label is gaining share
  - Figure 30: Share of new product launches within the UK baby food, drink and milk market, by brands vs own-label, 2012-15
- Health remains a focus of NPD

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## No additives claims continue to dominate NPD

Figure 31: Share of new product launches within the UK baby food, drink and milk market, by selected claims, 2012-15

L/N/R allergen claim falls

Gluten-free claim falls

Increased focus on sugar

Fortification adds value to the market

Time/speed claim only present across 7% of launches

Ease of use claim is referenced to a greater extent

Figure 32: Share of new product launches within the UK baby food, drink and milk market, with an ease of use claim, 2012-15

Yogurt brands target children

## Advertising and Marketing Activity

### Adspend falls as follow-on milk sees drop in support

Figure 33: Total above-the line, online display and direct mail advertising expenditure on baby food and drink, 2012-15

Figure 34: Total above-the line, online display and direct mail advertising expenditure on baby food and drink, by category, 2012-16

### Danone is leading advertiser

Figure 35: Total above-the line, online display and direct mail advertising expenditure on baby food and drink, by advertiser, (sorted by total), 2012-16

Figure 36: Total above-the line, online display and direct mail advertising expenditure on baby food and drink, by brand, 2015

Ella's looks to alternative media

Little Dish looks to social media

Nielsen coverage

## The Consumer – What You Need to Know

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

## Baby Food Usage

### Homemade food dominates, used by 83% of parents

Figure 37: Usage of baby food, by type, December 2015

### Affluent groups show above-average usage of manufactured food and drink

Figure 38: Usage of baby food, by type, by socio-economic status and annual household income of parents, December 2015

### Milk usage is skewed towards younger babies

Figure 39: Usage of baby milk, by age of youngest child, December 2015

### 66% use homemade food daily, with milk also popular as a daily staple

Figure 40: Frequency of usage of baby food, by type, December 2015

## Factors Influencing Purchasing of Baby/Toddler Milk

### Brand is the top factor

Figure 41: Factors influencing purchasing of baby/toddler milk, December 2015

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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

Figure 42: Factors influencing purchasing of manufactured baby/toddler food, December 2015

Interest in nutritional content provides an incentive for NPD

## Attitudes towards Baby/Toddler Food

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

Figure 43: Attitudes towards baby/toddler food, December 2015

Control of ingredients is important to 45%

Time pressures cause parents to look for back-up or default options

## Attitudes to Baby/Toddler Food and Drink

A near 80% associate variety with combatting allergies

Figure 44: Attitudes to baby/toddler food and drink, December 2015

Reducing sugar of drinks appeals to 58%

45% find hitting the 5-a-day target challenging

Foodservice provides another avenue for expansion

Opportunities for up-ageing

## Qualities Associated with Baby/Toddler Food

Convenience is the main appeal of manufactured baby/toddler food

Figure 45: Correspondence analysis – Qualities associated with different types of baby food products, December 2015

Figure 46: Qualities associated with different types of baby food products, December 2015

Homemade is seen to be trustworthy and natural

Finger foods are seen as 'fun'

Methodology

## Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

Forecast methodology

## Appendix – Launch Activity and Innovation

Figure 47: Share of new product launches within the UK baby food, drink and milk market, by brand, 2012-15

## Appendix – Advertising and Marketing Activity

Figure 48: Total above-the line, online display and direct mail advertising expenditure on baby food and drink, by brands, (sorted by total), 2012-16

## Appendix – Market Size and Forecast

Figure 49: Best- and worst-case forecast of total UK retail value sales of baby food, drink and milk, 2015-20

Figure 50: Best- and worst-case forecast of total UK retail volume sales of baby food, drink and milk, 2015-20

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