

Baby Food and Drink - UK - April 2017

Report Price: £1995.00 | \$2478.79 | €2334.35

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“Seeds of change – which could revolutionise the baby food and drink retail landscape – have been planted by the discounters. 2016 saw Aldi extend its offering dramatically and Lidl make its first venture into this category. If this evolving presence is well-received by parents this could curb future price inflation and put brands under real pressure from private label for the first time.”
– **Emma Clifford, Senior Food and Drink Analyst**

This report looks at the following areas:

- Targeting the on-the-go market can build on growth in baby snacks
- The health halo of plant proteins is igniting demand for these ingredients in baby food
- Could the discounters change the retail landscape in baby food and drink as they have done in baby care?

Annual declines of 3% and 1% in volume and value terms respectively – following a sustained period of robust value growth – made 2016 an unusually lacklustre year for the baby food and drink market. The fall stemmed almost entirely from an abrupt drop in baby milk sales. Meanwhile both baby meals and baby snacks provided bright spots seeing value growth in 2016, thanks to both trading up and added-value healthy NPDP.

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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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Supermarkets are the favoured channel

Contributing to babies' five-a-day holds strong appeal

On-the-go snacking presents opportunities

Vegetable-based weaning is seen in a very positive light

A third of parents prefer vegetarian baby/toddler meals

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Contributing to babies' five-a-day holds strong appeal

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