

Baby Food and Drink - US - March 2018

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"After two years of stagnating sales, the \$6.8 billion market for baby/toddler food and drink shows indications of growth ahead."

- William Roberts, Jr, Senior Food & Drink Analyst

This report looks at the following areas:

- Better regard for homemade options
- Homemade competition to store-bought foods
- Safety concerns perplex parents

Largely stemming from formula sales, the category is expected to leverage a number of healthy attributes and claims in premium-positioned products. Parents are seeking healthy attributes above all other interests, though there remains potential for products positioned as convenient and packaged for on-the-go consumption.

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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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