

## Baby Food and Drink - UK - March 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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“Nowadays, companies are expected to do the right thing and caring about the environment is on the priority list. A focus on steps to address concerns over the environmental impact of packaging will ensure that more environmentally-conscious parents continue to buy into the baby food and drink category.”

– Amy Price, Senior Food and Drink Analyst

This report looks at the following areas:

- Parents are concerned about the environmental impact of packaging
- Strong interest from parents in guidance on calories
- Calls for greater choice at foodservice venues

Estimated at £725 million in 2018, the baby food, drink and milk market grew by 9.8% over 2013-18, inflation being the main driver of growth. This is a trend that is expected to continue, with volume sales predicted to fall by 4.4% to 86 million kg by 2023, coming under pressure owing to the declining birth rate. However, the possibility remains for a wildcard rise in the birth rate in any one year to boost sales temporarily.

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### DID YOU KNOW?

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### Usage of Baby Food and Drink

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