

# A YEAR OF INNOVATION IN BABY MILK AND FOOD, 2023

Baby milk and food launches have seen a resurgence of clean label innovation, as plant-based and organic claims gain share of activity.



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# Report Content



- What we have seen
- Our pick of the most innovative launches in this review
- Other innovative launches
- The Future of Baby Milk and Food

## EUROPE, MIDDLE EAST & AFRICA (EMEA)

### Europe: immunity claims stagnate in baby milk and food innovation

- Parents are prioritising immunity-supporting foods
- Immunity claims have steadied after a burst of innovation
- Vitamin C forms the backbone of immunity-boosting baby milk and foods
- Brand renovation/innovation: Nestlé launches a 1kg eco pack of fruit puree

### Europe: organic baby milk and food launches record a rise

- Parents are prioritising organic baby milk and food
- Organic baby milk and food sees a resurgence
  - Graph 1: baby milk and food launches, by share of organic claim, 2019-23
- Brands ensure organic options are available from snack time to meals
- Brand renovation/innovation: Danone launches follow-on milk made with a mixture of plant and dairy proteins

## The Middle East & Africa (MEA)

- New and locally made baby food options

## ASIA PACIFIC (APAC)

### Asia: baby food brands launch additions to help parents prepare nutritious homemade meals

- Many parents prefer to feed their children home-cooked meals
- Ingredients that help parents prepare homemade meals are taking a growing share of baby food launches
  - Graph 2: baby milk and food launches, by sub-category share, 2018-23
- Seasonings, sauces and carbohydrates help parents prepare nutritious homemade meals

### Asia: clean-label baby milk and food launches gain share

- Parents are suspicious of baby food products with long ingredient lists
- Natural and additive-/preservative-free claims see an uptick in launch activity
  - Graph 3: baby milk and food launches, by share of select natural claims, 2018-23
- Brands highlight natural and additive-free recipes

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## Australia & New Zealand

- Baby food brands highlight better-for-you attributes

## THE AMERICAS

### North America: plant-based recipes are a growing presence in baby food and milk launches

- Parents are open to including plant-based options in their children's diets
- Plant-based claims continue to grow in baby milk and food launches
  - Graph 4: baby milk and food launches, by share of plant-based claim, 2018-23
- Plant-based meals, formulas and snacks

### North America: functional benefits are a staple of baby milk and food launches

- Nutrition and health are at the forefront of parental purchase factors
- Functional claims are led by brain and nervous system support claims
  - Graph 5: baby milk and food launches, by share of functional claims, 2022-23
- Brands highlight immunity, growth and brain development benefits

### Latin America

- Baby milk and food brands flag up functional benefits
  - Graph 6: baby milk and food launches, by share of top five functional claims, 2018 vs 2023
- Baby formula brands flag up nutritional and functional benefits

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