

THE FUTURE OF BABY FOOD AND DRINK: 2019

Global Annual Review: what's now and what's next for the baby food and drink market.



Caroline Roux, Consultant Analyst



Report Content

- A look back, and a look ahead

THE BIG STORIES

- Mintel's perspective

China: 10 years after the milk scandal

- Chinese parents are becoming more confident about food safety
- In China, foreign provenance remains a strong selling point for infant formula milk and baby food
- China's local dairy industry is working on (re)building parents' trust

Green protein: the new superfood

- Focus on the health benefits of plant-based ingredients
- Parents want to increase their baby's intake of plant-based food/drink
- Balancing fashionable ingredients and nutritional needs

Sugar out, vitamins in

- Sugar out, vitamins in
 - Graph 1: baby food and drink (excluding milk formula) introductions, by top health claims, 2016-2018
- Fortification in China is on the rise
- Fortification is a compelling selling factor for parents

IN THE NEXT TWO YEARS

- Mintel's perspective

Beyond organic baby food

- Organic certifications have become a "hygiene factor" in baby food
- Improving health and nutritional credentials beyond organic certifications
- Organic formula can leverage its ethical and environmental credentials to carve out a point of difference

Environmental responsibilities

- Unrecyclable pouches make baby food brands vulnerable to environmental backlash
- Fostering the link between healthy soil and healthy food
- Food waste is a concern for parents

The looming dairy backlash

- Parents might be tempted to reduce their babies'/children's dairy intake

The Future of Baby Food and Drink: 2019

- The rise of dairy-free baby food
- Products using "dairy-free" as a selling point

IN FIVE YEARS AND BEYOND

- Mintel's perspective
- Healthy food is a recognised factor of future productivity
- "Building human capital is a project for the World"
- Making "adult" food suitable for babies
- Gene editing to prevent milk allergy

KEY MARKET DATA

- Russia and Indonesia are among the largest markets, both enjoying strong growth
- China is the most innovative country
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 - Graph 2: Baby food/drink (including milk), new product launches, top 10 countries, 2018
- Fruit products, desserts and yogurts dominate baby food/drink innovation
 - Graph 3: Baby food/drink, new product launches, by sub-category, 2014-2018
- Nutritional claims (ie fortification) are slowly replacing functional health claims
 - Graph 4: infant milk and growing-up milk, new product launches, top claims, 2014-2018

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