

THE FUTURE OF BABY FOOD AND MILK: 2020

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



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Report Content



- A look back, and a look ahead

THE BIG STORIES

- Mintel's perspective

Snack attack in China

- Snacks and biscuits offer a new revenue stream to Chinese baby food/milk manufacturers
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- Chinese baby snacks/biscuits need to dial up their nutritional credentials
 - Graph 1: new baby snacks and biscuits, top health-related claims, 2019
- Chinese baby snacks/biscuits need to clean their ingredients label

Smart food for a healthy brain

- "Smart food/ingredients" support babies' cognitive development
- Parents are eager to maximise their offspring's intellectual potential
- The gut-brain axis: brain power linked to a healthy gut

Green[ish] packaging

- Concerns over plastic pollution
- Brands of baby food are working to make their packaging more sustainable
- Multi-serving packaging can help reduce plastic and other non-recyclable materials

IN THE NEXT TWO YEARS

- Mintel's perspective

Data-powered diets

- Blockchain to [re]build trust in food safety
- DNA tests on babies create demand for personalised nutrition
- Food-based powdered supplements can help parents – effortlessly – boost their baby's nutrition

A greener, fairer planet

- Take a public stand on global issues
- Brands can tackle the climate crisis by promoting biodiversity
- Parents have broadening expectation in terms of sustainability and ethics

The Future of Baby Food and Milk: 2020

Protective food through maternal nutrition

- Pregnant women will look at food and drink that support resilience against pollution
- Very early allergen introduction through maternal nutrition
- Establish the unborn child's microbiota

IN FIVE YEARS AND BEYOND

- Mintel's perspective
- Promote gender equality for baby girls and working nursing mothers
- Personalised maternal nutrition can help optimise vaginal microbiome
- Lab-grown breastmilk

KEY MARKET DATA

- Russia and Turkey are both enjoying strong growth, while the Netherlands and Italy are experiencing the fastest declines
- Baby/toddler milk manufacturers focus on fortification claims
 - Graph 2: new infant milk formula/growing-up milks, top five health-related claims, 2015-19
- Natural and clean label claims remain prevalent in weaning food
 - Graph 3: new baby food/drink (excl baby/toddler milk), top five claims, 2015-19
- Despite their lack of recyclability, flexible packaging remains the most popular type
 - Graph 4: new baby food/drink (excl baby/toddler milk), top five packaging types, 2015-19

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