

THE FUTURE OF BABY FOOD AND MILK: 2021

Baby food and milk will continue to leverage innovation to deliver more value and convenience to consumers, while minimising harm to the environment.



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Report Content



- Listen to our baby food and milk expert, Tan Heng Hong, talk you through the key stories from this report
- The now, the next and beyond

WHERE ARE WE NOW

- The impact of COVID-19 on baby foods
- What we are seeing

IN THE NEXT TWO YEARS

- Mintel's perspective

A tale of two worlds for baby milk

- A shrinking infant formula market could inspire further premiumisation, but do not ignore the lingering effects of economic downturn
 - Graph 1: number of births, 2017-20
- APAC and North America are hotspots for premium baby milk
 - Graph 2: baby formula and growing-up milk by price per pack in US dollars, by region, May 2020-April 2021
- Globally, digestion-friendly A2 proteins and goat's milk represent a huge opportunity in baby milk
 - Graph 3: baby milk with A2 as part of the product description, May 2017-April 2021
- Further growth for soy-free, hypoallergenic formulas
- Immunomodulatory ingredients can grow in infant formula with rising awareness
- Convenience and hygiene are set to go hand in hand during the 'next normal'
- Growing-up milk can offer more value for money by extending the age-specific range

Scale tips toward packaged baby food

- There's no place like home, but convenience is sought after by busy parents
- The rise and rise of domestic Chinese supplementary baby food/snacks
- Convenient chilled/frozen baby foods that are seen closer to homemade can seize the opportunity
- Raising a generation of veggie lovers with more veggie-forward meals
- Brands will be exploring alternative ingredients in baby food amidst heavy metal concerns

Opportunity for soothing baby and maternal foods

- Time to rediscover the potential role of functional stress and sleep claims in baby foods and maternal nutrition
- Parents are concerned about their children not getting adequate sleep
- Packaged baby cereals can incorporate calming botanical ingredients
- Opportunities exist for products to support the mental health of breastfeeding mothers

IN THE NEXT FIVE YEARS AND BEYOND

- Mintel's perspective
- Dietary personalisation starts with mothers
- Maternal nutrition will gain more importance as a healthy mother is key to a healthy baby
- Focus shifting towards a healthy gut microbiome for better infant health
- A microbiota-directed food intervention could improve the health of undernourished children
- Accelerate the pace to embrace carbon neutrality to address climate change
 - Graph 4: baby food and milk launches, by select ethical claims, 2017-20
- Consumers, including parents, are worried about climate change and care about the environment

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