

# THE FUTURE OF BABY FOOD AND MILK: 2022

Baby food and milk will have a stronger focus on food safety, plant-based ingredients and older babies.



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# Report Content



- Meet Mintel's global baby food and milk expert
- The now, the next and beyond

## WHERE ARE WE NOW

- Innovation focuses on nutrition, functional health benefits and sustainability
  - Graph 1: baby food and milk launches, by select claim category, 2018-22
- Supply chains impact the infant formula market
- What we have seen

## IN THE NEXT TWO YEARS

- Mintel's perspective

### Steer towards 'cleaner' baby food and milk

- Parents want assurances on food safety
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- Organic can find a place in emerging markets
  - Graph 2: % share of launches of organic baby food and milk, by region, 2020-22
- Offer 'value with values' to help parents navigate through inflation
- The concept of 'clean label' as an assurance of food safety and quality can expand to address new worries
- Demonstrate commitment to safety with transparent sourcing
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- Having full control over the whole supply chain can be the next step for organic

### Plant-based ingredients for a healthier planet and baby

- Flexitarian parents look for more plant-based baby food
- Link vegetables intake to healthier babies and a more sustainable environment
- Target parents who are receptive to plant-based milk powder as a premium concept
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- Promote plant-based infant formula to Gen Z by addressing dairy allergy concerns
- Promote plant-based infant formula to Gen Z by addressing dairy allergy concerns
- Plant-based ingredients can add value to baby food and milk
- Algae oil can be positioned as a more sustainable and cleaner source of omega-3
- Incorporate colourful vegetables and fruits for a pro-vision diet

## Ageing up for older babies is an opportunity

- Shrinking number of newborns will encourage brands to focus on older babies
  - Graph 3: number of births, 2017-21
- Companies target older children with growing up milk
- Baby food makers can leverage trust and suitability when aiming at older babies
- Fill the nutrition gaps in older babies with the right format and category
- Help pandemic-affected babies catch up on growth with affordable options

## IN FIVE YEARS AND BEYOND

- Mintel's perspective
- Lab-grown 'human milk' can provide another choice for parents
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- Carbon-neutral claims will become more mainstream
- Engaging parents in the metaverse

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