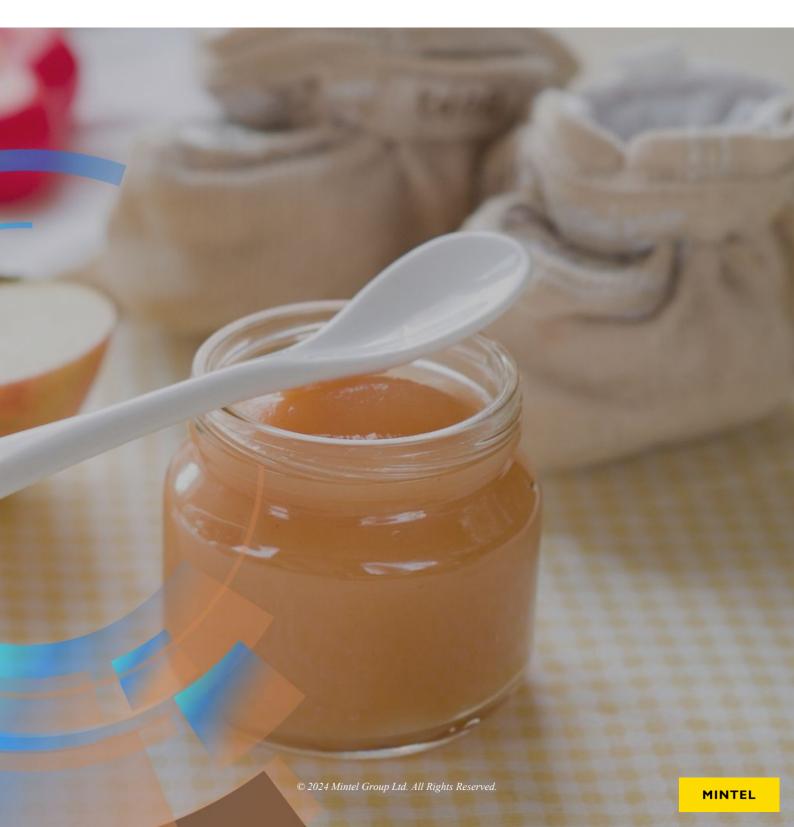
# THE FUTURE OF BABY FOOD AND MILK: 2022

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





# 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
- Parents want assurances on food safety
- 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
- Demonstrate commitment to safety with transparent sourcing
- · 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
- · Lab-grown 'human milk' can provide another choice for parents
- · Carbon-neutral claims will become more mainstream
- · Engaging parents in the metaverse

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UK	+44 (0)20 7778 7155
US	+1 (312) 932 0600
Australia	+61 (0)2 8284 8100
China	+86 (21) 6386 6609
India	+91 22 4090 7217
Japan	+81 (3) 6228 6595
Singapore	+65 (0)6 818 9850