

# THE FUTURE OF BABY FOOD AND MILK: 2023

Development in health and food safety continues to be important. Nutrition that supports age-appropriate growth and easy solutions to homemade food will thrive.



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# Report Content



- Meet Mintel's global baby food and milk expert
- Where we are now
- In the next two years
- In five years and beyond

## WHERE WE ARE NOW

- Other baby food is the only category growing in baby food and milk
  - Graph 1: new innovation\* in baby/toddler food and drinks , 2018-23
  - Graph 2: new innovation\* in baby/toddler milk formula, 2018-23
- Parents' negative perception of ready-made baby meals continue to challenge the category
- Baby food and milk: what we have seen

## IN THE NEXT TWO YEARS

- Mintel's perspective

### Essential nutrition vs optimal nutrition

- Price rises of baby food and formula are causing anxiety for parents
- Focus on specific strategies to target households with different incomes
  - Graph 3: factors that are important to you when purchasing baby/toddler drinks (eg infant formula, milk, baby/toddler juice) by household income, 2022
- Reassure parents with trustworthy heritage brands
- Meet consumers' demand for private-label formula milk
- Private labels can gain trust by working with experts during formulation of products
- Essential amino acids will be the gold standard
- Focus on nutrients that support the stages of cognitive development

## ELEVATE CONVENIENCE FOR PARENTS

- Help parents save time without the burden of guilt
- Customisable meal kits are an untapped opportunity that give parents a sense of control
- Dial up the detail in convenience products for kids
- Superfood powder can offer added health benefits in kids' daily meals

## LINK SUSTAINABILITY TO TANGIBLE BENEFITS

- Baby food and milk should continue focusing on sustainable messaging
- Show how regenerative agriculture benefits the nutrition of ingredients
- Reassure parents by linking locally sourced ingredients to safety
- Link no palm oil to benefit baby and planetary health

## FIVE YEARS AND BEYOND

- Mintel's perspective
- Personalised nutrition will be used as part of preventative health
- The next stage of gut health will be postbiotics
- Link postbiotics to immune health benefits
- AI development can improve the safety of baby food

## KEY TAKEAWAYS

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