

Baby Food and Drink - UK - June 2011

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What is this report about?

When it comes to a baby's likes and dislikes, mum knows best. But baby food, drink and milk manufacturers appear to be winning the trust of parents. Of parents who have an infant under 1, only 22.8% do not use manufactured baby foods.

What have we found out?

- Maintaining a high level of innovation in baby food over the next three years will help continue the market's sales momentum until the UK birth rate starts rising again in 2014, reigniting demand.
- Accentuating the freshness and naturalness of baby food ingredients will help entice the 54% of scratch cooks into buying more manufactured baby products, as they want assurance about the healthiness of the ingredients.
- Incorporating baby snacks into meal deals will accelerate baby food's 7.3% annual sales growth, as on-the-go mums would be incentivized by getting something for themselves. Biscuits and rusks accounted for 15.4% of NPD in 2010 - nearly double the amount of the previous year, suggesting this is a sector set for growth.
- Bespoke, limited edition baby products could win over the 59% of new mothers aged between 35-39, likely to be both financially secure and discerning.
- An increased variety of affordable yet exotic baby food NPD could help manufacturers capitalise on the 64.9% of parents who have an infant under one year old and like to try out new food products.
- A follow-on milk product that promotes its nutrient ingredients as a healthier alternative to fruit-based baby drinks would extend the life span of the baby milk category and could prove popular for the 62.2% of light baby milk users who have children aged between one and four years.

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