

Baby Food and Drink - UK - July 2012

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“The credibility of own-label is climbing and with real incomes under pressure consumers are trading down to supermarket own-label products to cut costs. Less than a quarter of parents trust branded baby food more than retailer own-label. However, so far, only Asda has made the leap into its own range of baby food. With the risks now diminished for the other supermarkets to follow suit, opportunities are ripe for others to dip into the lucrative own-label baby food market.

– Emma Clifford, Senior Food Analyst

In this report we answer the key questions:

- Should other supermarkets tap into the own-label baby food and drink market?
- How is the increased number of older mums impacting upon the baby food and drink market?
- How is the increase in breastfeeding affecting the baby milk market?
- In the current economic climate, how important is price?
- How can manufacturers revive the flagging baby drinks market?
- Is there an opportunity to make shopping for baby food and drink easier in the supermarket?

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