

Baby Food and Drink - UK - April 2014

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“Innovation that taps into parents’ preference for homemade baby food has been limited, presenting ripe opportunities for baby food manufacturers. Extending their ranges with cooking ingredients that are specifically designed to be used in recipes for babies and toddlers, such as low-salt stock, extra-mild spices and low-acidity oils offers a way for brands to capitalise on this.”
– Emma Clifford, Senior Food Analyst

This report looks at the following areas:

- Do baby-friendly seasonings offer strong potential?
- Is there scope to boost the appeal of baby drinks by harnessing the healthy connotations of herbal tea?
- How can baby snacks be re-energised?

The UK baby food, drink and milk market has experienced high levels of inflation in recent years and while volume sales edged up between 2008 and 2013, this translated into value growth of 42%. This was particularly fuelled by rapidly rising prices within the baby milk market, this accounting for 60% of the total market's value in 2013.

The rise in the number of births has benefited the overall market, however, the migration from manufactured to homemade versions continues to hinder the baby food segment, with volume sales in decline. This reflects the many advantages parents associate with making their own, including taste, control over ingredients and cost.

This report includes products manufactured specifically for babies and infants aged primarily under 2 years, although manufacturers are targeting older infants with commercial products.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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