Baby Food and Drink - UK - March 2018

Report Price: £1995.00 | $2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"With the income squeeze likely to further boost the popularity of homemade food, it is imperative for manufacturers to convince consumers that their products are worth paying more for. Highlighting ingredient provenance would help to project an image of quality and transparency, much needed given parents' low trust in brands."
– Alice Baker, Research Analyst

This report looks at the following areas:

- **Focus on ingredient provenance should help to build trust**
- **Products with ethical aspects have strong appeal**
- **Own-label is well-positioned to fly**

DID YOU KNOW?

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

Table of Contents