



Baby Food in the United Kingdom

August 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Baby food volumes decline under persistent strain of inflation

Inflation drives parents to choose more affordable lines, yet Kendamil continues to make gains

Dried baby food and other baby food retain low share as nutritional credentials remain key for prepared baby food

PROSPECTS AND OPPORTUNITIES

Falling inflation rates and competition regulation expected to push prices down

Strong focus expected on sustainable packaging, fortification and nutritional value

Solid demand expected for special baby milk formula and dairy-free choices

CATEGORY DATA

Table 1 - Sales of Baby Food by Category: Volume 2019-2024

Table 2 - Sales of Baby Food by Category: Value 2019-2024

Table 3 - Sales of Baby Food by Category: % Volume Growth 2019-2024

Table 4 - Sales of Baby Food by Category: % Value Growth 2019-2024

Table 5 - Sales of Growing-Up Milk Formula by Age: % Value 2019-2024

Table 6 - NBO Company Shares of Baby Food: % Value 2020-2024

Table 7 - LBN Brand Shares of Baby Food: % Value 2021-2024

Table 8 - Distribution of Baby Food by Format: % Value 2019-2024

Table 9 - Forecast Sales of Baby Food by Category: Volume 2024-2029

Table 10 - Forecast Sales of Baby Food by Category: Value 2024-2029

Table 11 - Forecast Sales of Baby Food by Category: % Volume Growth 2024-2029

Table 12 - Forecast Sales of Baby Food by Category: % Value Growth 2024-2029

Dairy Products and Alternatives in the United Kingdom - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2024: The big picture

Key trends in 2024

Competitive Landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

Table 13 - Sales of Dairy Products and Alternatives by Category: Value 2019-2024

Table 14 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024

Table 15 - NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024

Table 16 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024

Table 17 - Penetration of Private Label by Category: % Value 2019-2024

Table 18 - Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024

Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029

Table 20 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 - Research Sources

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