

Project Kinder findings on infant feeding equipment

Analysing 5,000 detailed online interviews with new and expectant mothers, the Project Kinder report is the most in-depth study ever undertaken in the UK for the infant nutrition market.

Allegra Strategies reveals that the 2011 UK infant nutrition market is estimated at £778.5m. From this, baby food and drink account for 48% of the market and is valued at £368.9m, whereas formula milk represents 37% at £290.4m and feeding equipment is 15% at £119.2m. The market is expected to reach just under £860m by 2014.

Unlike the baby travel equipment and nursery furniture sectors that have been significantly affected by difficult trading conditions, the infant nutrition sector continues to thrive.

Baby feeding decisions are mostly made prior to giving birth and influence future shopping behaviour. Today's mothers are savvy and information hungry. They fully embrace social media, websites and online blogs as 95% of expectant mothers join on average 7-8 baby clubs.

The majority of mothers make decisions about feeding prenatally, with 86% of women purchasing feeding equipment before the baby is born.

Within the feeding equipment sector, the key market trend is to offer innovative products that simulate nurturing habits, mimicking breastfeeding. Breastfeeding mothers base their purchase decision on factors such as bottle teat shape.

Tomme Tippee and Philips Avent are dominating the feeding equipment market with 66% of mothers owning Tomme Tippee tableware. Smaller innovative brands such as Medela are entering the sector to cater for the high end market.

For more information on this report contact Allegra Strategies 020 7691 8808 or visit www.allegra.co.uk