



# Baby Food in the United Kingdom

August 2024

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### 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

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

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