

# The Grocer

**Focus On: Infant and Childcare**

**Rob Brown** ([rob\\_j\\_a\\_brown@hotmail.com](mailto:rob_j_a_brown@hotmail.com)) and **Natalie Brown** ([natalie\\_brown@live.co.uk](mailto:natalie_brown@live.co.uk))

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**Advertising deadline:** 1 February

**Submissions deadline:** 25 January

**Online Listicle to go live on 15 February:** What are the main innovations & how are they shaping the market

## The Story

**You no longer need to wait until adulthood to develop a seasoned palate. Baby food is getting exotic with such adventurous fare as a chicken katsu curry, lamb tagine and sweet and sour chicken dishes for toddlers. To what extent are these trendy dishes swaying shoppers? Are we rearing a generation of sophisticated tots? And what else is influencing consumer choices?**

### Key themes:

**Exotic dishes:** As parents branch out in their culinary tastes, are they demanding something more adventurous for their children than a mashed up cottage pie? Who is leading the way in this more exotic cuisine? And how influential will this part of the market become?

**Organic battle:** It's been a year of mixed fortunes for organic baby food brands. Are organic credentials no longer enough on their own? What is differentiating the winners from the losers?

**Rise of own label:** Supermarkets are rapidly cottoning onto the potential rewards of the baby market, following the success of Aldi's Mamil. Who is standing out in their efforts? Should brands be worried?

**Kantar data:** Using Kantar commentary, we explain the reasons behind the rise and fall of the different sub-categories in infant care.

**Nielsen data:** Using Nielsen commentary, we explain the reasons behind the rise and fall of the top 10 brands.

### Innovations:

We identify four new products for both soup and ready meals that ideally have not appeared in The Grocer before. including launch date, image and RSP.