

The Grocer

Focus On: Infant & Childcare

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Intro: Trust is crucial in the infant and baby care category. However, BBC Panorama's 2025 investigation into the sugar content of pouches, followed by this year's infant formula recalls have shaken parents' confidence. So what are retailers and suppliers doing to rebuild trust?

A changing category: How have shopper habits changed?

- What impact has the BBC Panorama investigation had on pouch sales?
- What was the impact of formula recalls?
- Which suppliers have lost sales?
- Which brands have benefited?

Reformulations: Are baby food pouches getting any healthier?

- Which brands have reformulated their products following the Panorama investigation?
- Have any new brands come to market in the space?
- Which brands have changed the age recommendations on their products?

Rebuilding trust: How are suppliers reassuring parents?

- How salient is brand loyalty in the category?
- How are brands and retailers rebuilding trust with parents?
- Aldi recently rolled out mental health messaging on its Mamia packs. What other initiatives are speaking to parents?

CMA investigation: The CMA found that parents were overpaying for formula

- Has the investigation had a lasting impact on formula prices?
- Have suppliers made changes to their ranges in light of the recommendations?
- How are retailers communicating the nutritional equivalency of infant formula?

Sustainability: How sustainable are infant & childcare brands?

- How are food brands innovating with packaging to reduce their environmental impact?
- What alternative materials are being used in nappies and what are the claimed benefits?
- Do challenger brands' sustainability claims hold up?

Innovations: We will profile two new products or ranges. We need launch date, rsp, and a hi-res picture of each.