



# Marketing for baby and toddler food and drinks: What is it teaching parents?

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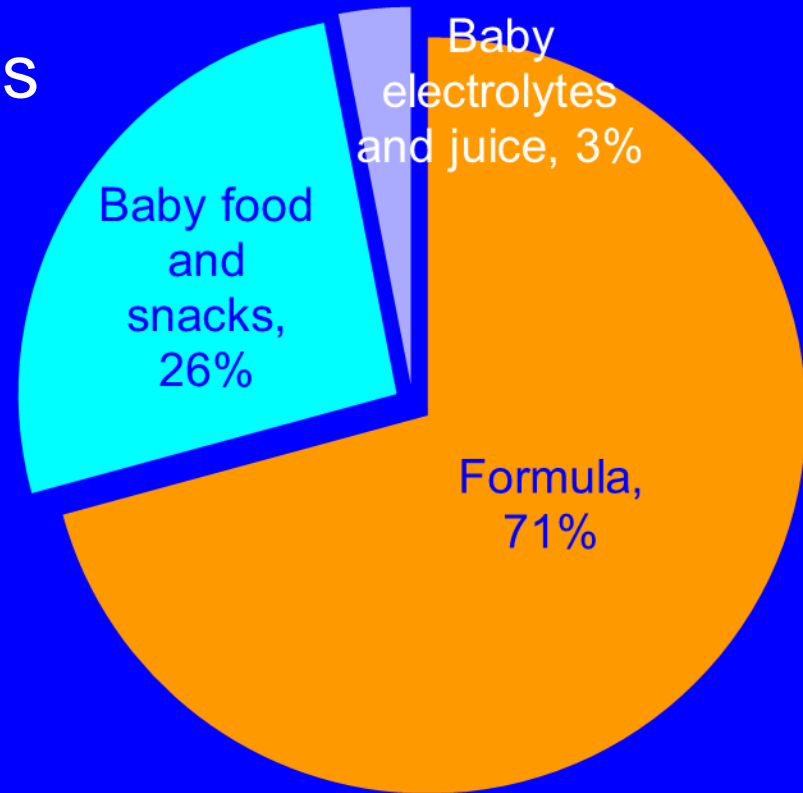
# Baby Food FACTS

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Food and drinks for babies  
and toddlers <3 years

\$6.5 billion sales:

All children's food and  
drinks: \$23 billion



Source: Mintel 2014;  
Packaged Facts

# Methods

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Nutrition content and profile score

Marketing:

Traditional media	Digital media	Content analysis
<ul style="list-style-type: none"><li>• Ad spending*</li><li>• TV advertising*<ul style="list-style-type: none"><li>◦ Spanish-language</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Food company websites**</li><li>• Display ads on 3<sup>rd</sup>-party websites**</li><li>• Social media</li></ul>	<ul style="list-style-type: none"><li>• TV and magazine ads</li><li>• Product packages</li><li>• Posts and mom blogs</li></ul>

Syndicated data sources: \*Nielsen \*\*comScore

# Expert recommendations\*

- Birth to 6 months: Breastmilk
- 6 months to 1 year
  - Breastmilk optimal, or infant formula
  - Learning to eat: pureed to harder food, self-feeding
- 1 to 2 years
  - Plain, whole milk
  - Transition to family diet
- Taste, textures and flavors of fruit and veggies
- No added sugar

\*WHO, American Academy of Family Physicians, AAP, AND, AHA, Healthy Eating Research

# 2015 advertising spending

3 companies, 8  
brands = 99% of  
spending

4 additional brands:

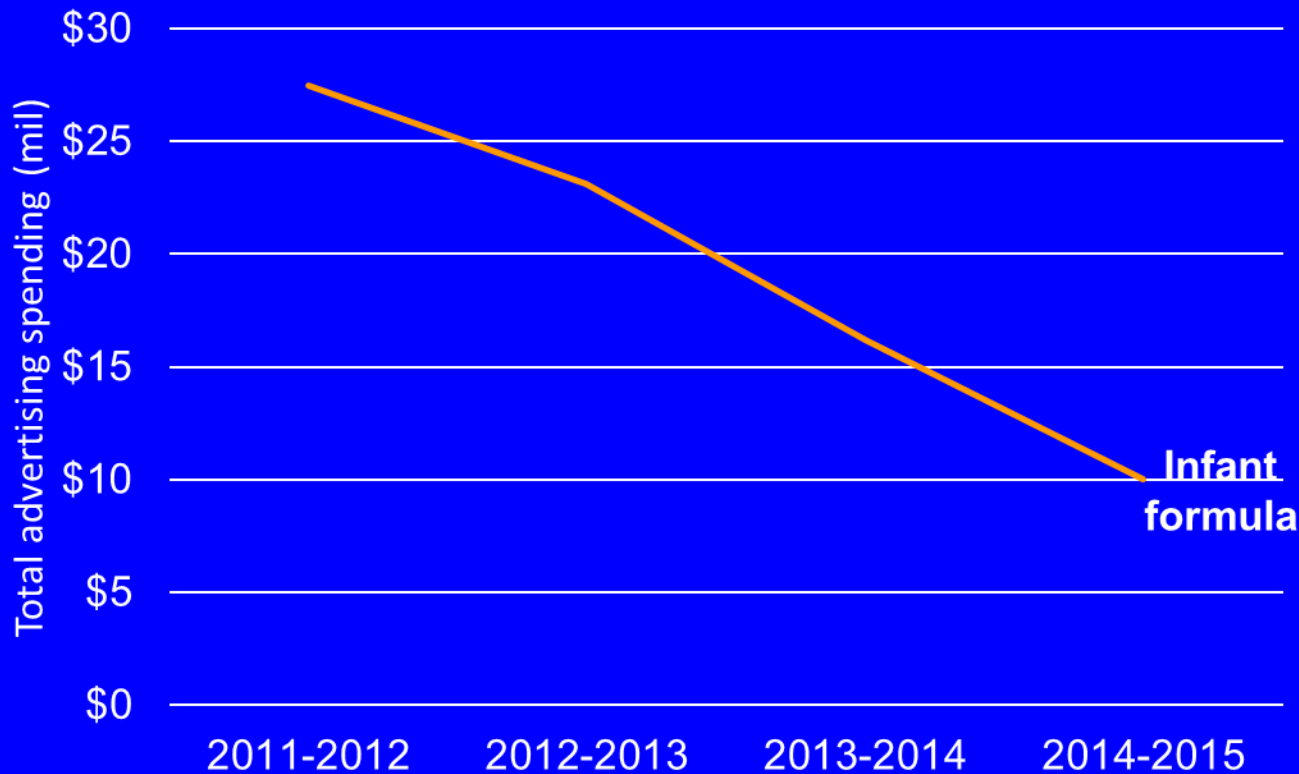
- Plum Organics
- Beech-Nut
- Happy Baby, Happy Tot



# Infant formula

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2011 to 2015: Ad spending declined by 2/3



- 5.9 nutrition messages and 3.1 child development messages per package

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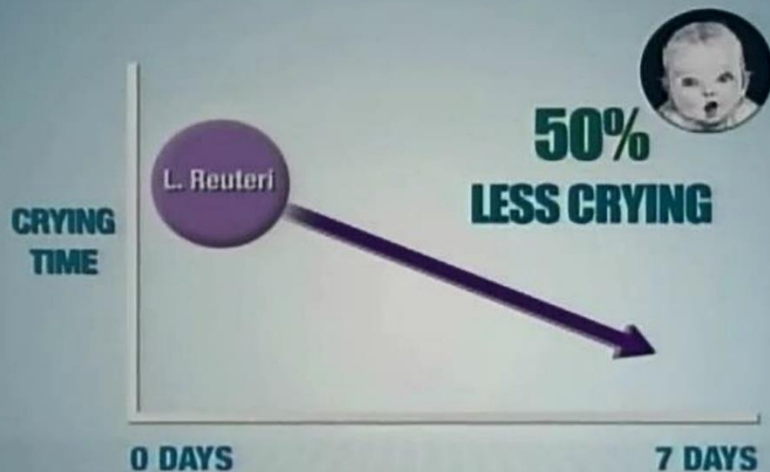
# Advertising messages

Enfamil® Infant is proven to deliver 16% higher scores on a test measuring the understanding of vocabulary at age 5.\*

A growing vocabulary is a sign of cognitive development, and you can help support it with Enfamil.

Enfamil routine formulas have a Neuro Complete™ blend that nourish milestones with clinically proven nutrients, like brain-nourishing DHA. Enfamil Infant is proven to foster learning – like understanding words through age 5.

See the proof at [enfamil.com](http://enfamil.com).

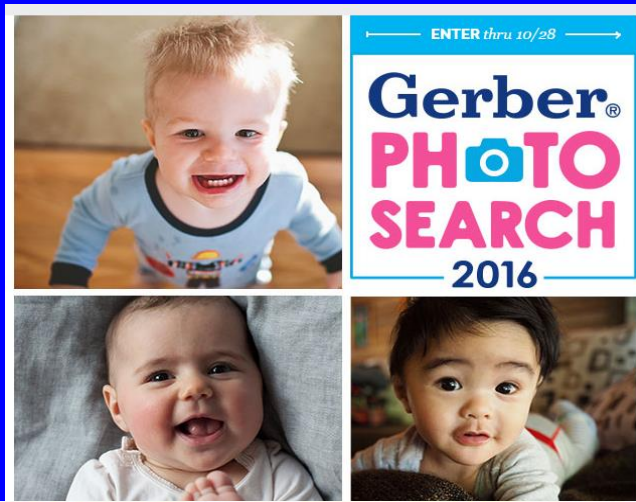


\*L. Reuteri reduces crying time by 50% in colicky breastfed infants after 1 week of feeding



# Social media

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Gerber

- 6.4 mil Facebook likes
- 51 mil YouTube views

#EndMommyWars

- 20 mil video views
- 321 mom blog posts

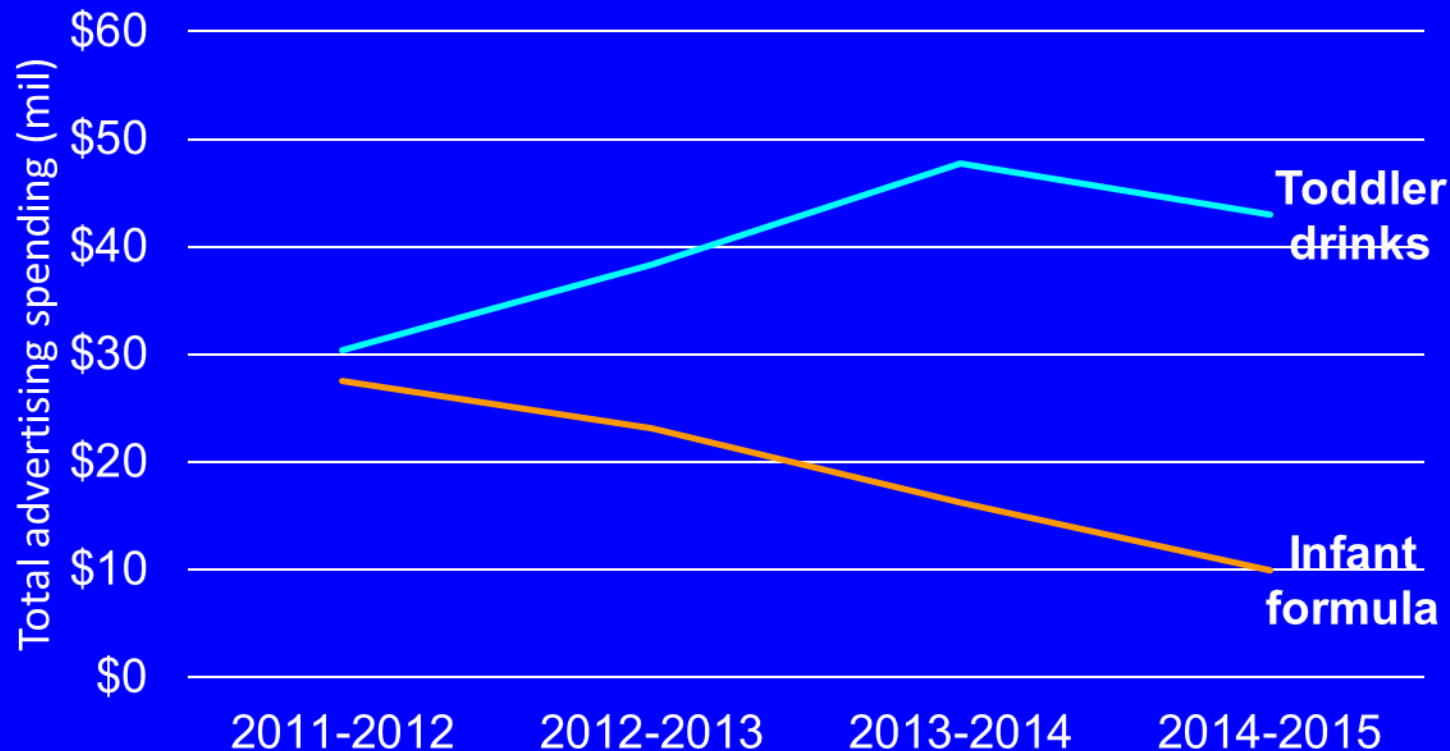


# Toddler drinks

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2011 to 2015: Ad spending increased 22%

– Toddler milk +74%



# Nutrition



\*Among products labeled for toddlers under 2

## Enfagrow Toddler Next Step

Brain-nourishing DHA  
Vitamins  
Minerals  
Prebiotics

DHA content: 17 mg powder and 10 mg liquid per serving.  
Expert recommended amount: 70-100 mg/day

**INGREDIENTS:** NONFAT MILK, CORN SYRUP SOLIDS, VEGETABLE OIL (PALM OLEIN, COCONUT, SOY, AND HIGH OLEIC SUNFLOWER OILS), GALACTOOLIGOSACCHARIDES\*, POLYDEXTROSE\*, AND LESS THAN 1%: CALCIUM CARBONATE, MAGNESIUM PHOSPHATE, FERROUS SULFATE, ZINC SULFATE, MANGANESE SULFATE, CUPRIC SULFATE, TUNA FISH OIL\*\*, NIACINAMIDE, ASCORBIC ACID, CALCIUM PANTOTHENATE, VITAMIN B<sub>6</sub> HYDROCHLORIDE, THIAMIN HYDROCHLORIDE, VITAMIN D<sub>3</sub>, RIBOFLAVIN, FOLIC ACID, BIOTIN, ASCORBYL PALMITATE, VITAMIN E ACETATE, VITAMIN A PALMITATE, NATURAL FLAVOR, SOY LECITHIN.



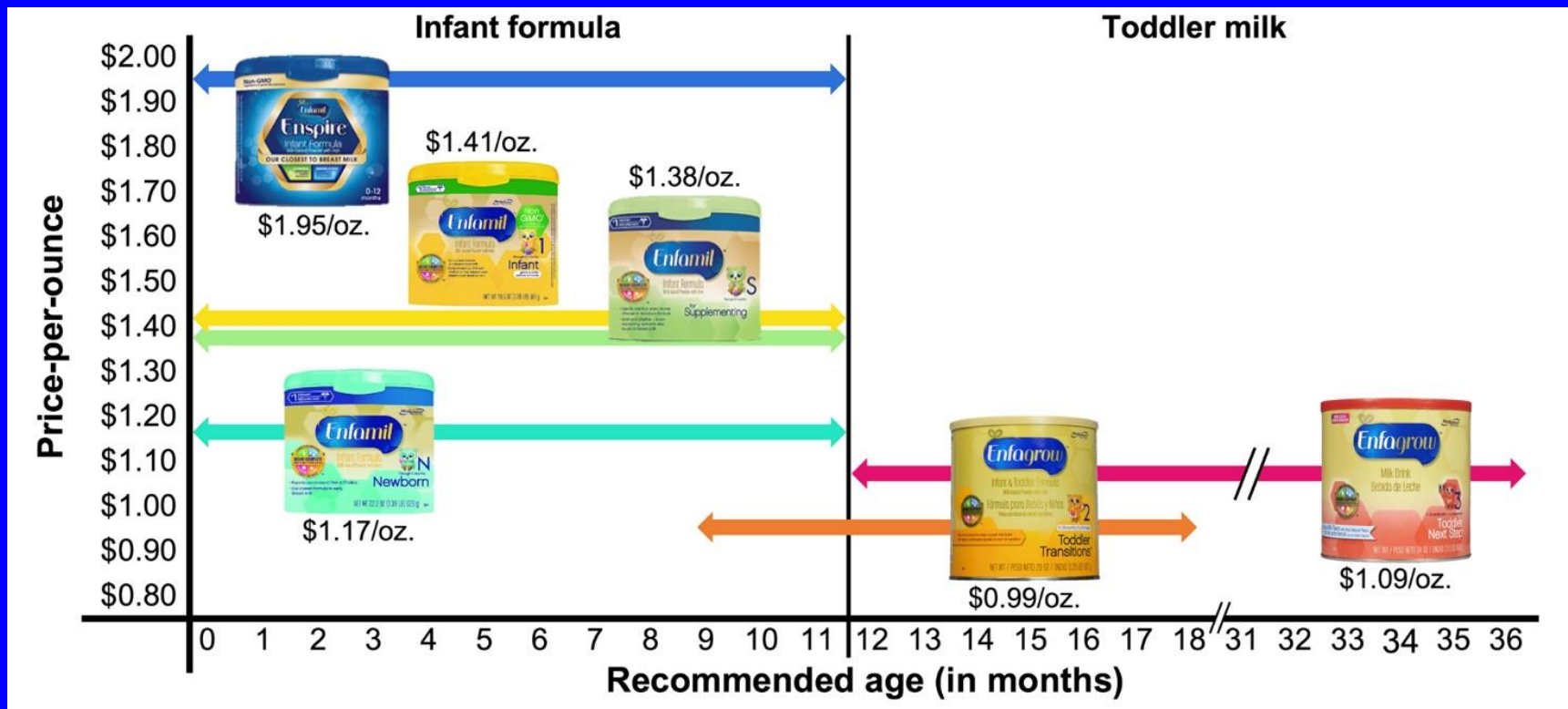
# Are they necessary?

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*“There is no evidence of advantage over whole milk in terms of growth or development...Parents who remain concerned about picky eaters could be directed to a multi-vitamin instead.”*

American Academy of Family Physicians  
and AAP

# Potential confusion



# Most-advertised brand

- \$21 million in 2015
  - 240 kcal
  - 12-14 g sugar
- \*Studied in children at risk of malnutrition

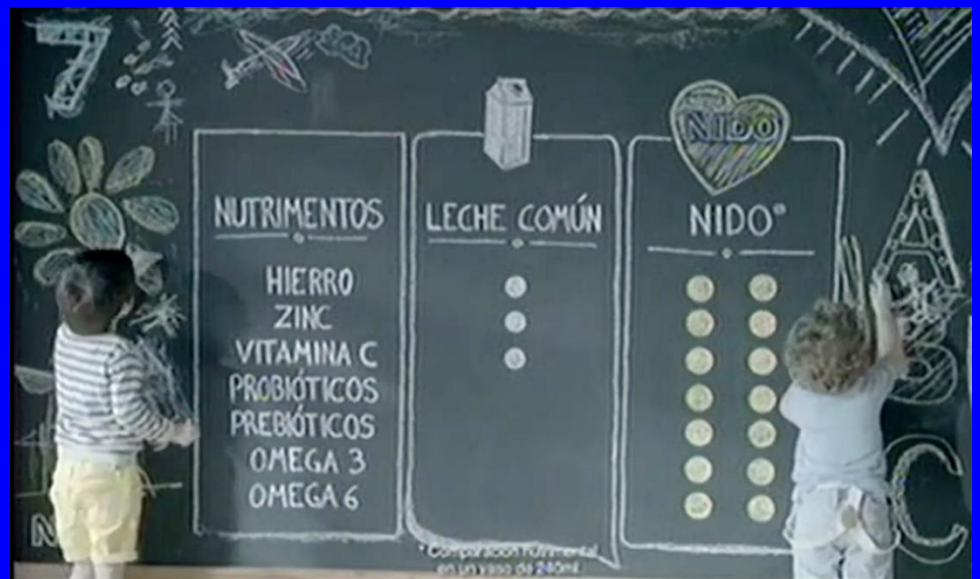




# Spanish-language ads

Enfagrow, Pediasure and Nido:

- Only brands on Spanish-language TV
- 25% to 100% of brand spending

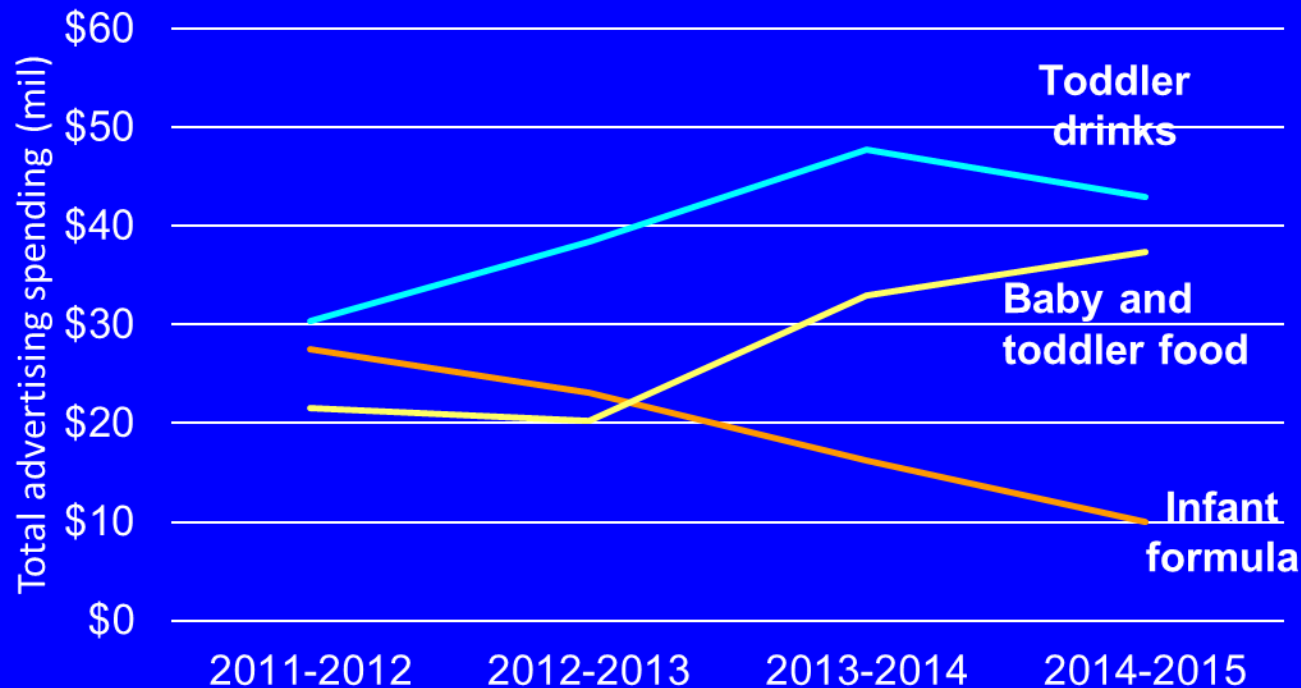


# Baby and toddler food

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2011 to 2015: Ad spending increased 26%

- Toddler food +48%





# 100% nutritious options

- Puree foods



How will your baby  
learn to chew?  
Bit by perfect bit.



At Gerber Chew University, our mission is to train tiny mouths to conquer big chewing challenges. That's why our Lil' Bits™ recipes are made with perfectly-sized soft pieces. From tasty fruits & veggies to the complete nutrition of our new dinner varieties, the full line of Lil' Bits™ recipes will help your little one earn a master's in chewing. Learn more at [Gerber.com/LearnToChew](http://Gerber.com/LearnToChew)

ables, mixed

this is not  
baby food.



**This is real food for babies.**  
Homemade is our inspiration.  
Just real, whole fruits and vegetables  
are inside our jars. And nothing else.

# Baby and toddler snacks



# Nutrition and marketing

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	Baby snacks	Toddler snacks
Nutritious	7%	4%
Added sugar	50%	83%
Nutrition messages per package	8.3	6.0
Name/ingredient mismatch	82%	60%

No better than: Cheetos Puffs reduced-fat, Stauffers animal crackers, BelVita Bites

# Recommendations

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- Adopt WHO provisions on aggressive promotion of breastmilk substitutes
- Support FDA structure/function claim guidance on infant formula
  - Include toddler milk
  - Similar FTC regulations on advertising
- Effective industry self-regulation
- Pediatricians, healthcare providers, nutritionists advise parents



# Thank you

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[www.UConnRuddCenter.org/  
BabyFoodFACTS](http://www.UConnRuddCenter.org/BabyFoodFACTS)