



Costs of infant formula, follow-on formula and milks marketed as foods for special medical purposes available over the counter in the UK

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FIRST STEPS NUTRITION TRUST



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We have calculated the cost of infant milks currently marketed over the counter in the UK. We have calculated this based on the cost of 100ml of made-up powdered product, or 100ml of the ready to feed (RTF) equivalent.

How did we calculate prices?

We have taken prices from Boots the Chemist website, the manufacturers' online shop, Tesco, Sainsbury's and Ocado online supermarkets, or for some organic products not available from these outlets, from organic supermarkets. Prices may vary between retailers, and some products which are not covered by specific regulations that prohibit it, can be price reduced, but these represent typical prices at the time the calculations were made.

When we first did the costing report we used scoop weights from our own analysis work (where they were measured in duplicate in a chemistry laboratory). Over time products have changed and new products have entered the market and so we have moved to using manufacturer scoop weight data only for consistency. Scoop weights provided by manufacturers are rounded figures compared to the analytical scoop weight data we previously used. We calculated costs based on the volume of formula that would be achieved by reconstituting the powder based on the scoop weight and the standard of 1 scoop to 30ml of water (or 1 scoop to 60ml of water for Similac First Infant and Follow-on milks) and recalculating to the cost of powder that would then be present in 100ml of made up formula.

Where we have calculated costs per day or per week, these have been based on the rounded cost per 100ml, recalculated to the daily or weekly volume of milk based on average intakes. The costs are our estimates based on the best information we have available but are given as a guide. Prices vary over time, scoop weight estimates and rounding and calculation methods may differ and others may come up with slightly different product costs. Where there appears to be a price differential but the cost per 100ml is similar this is usually due to scoop weight differences.

1.0 Starter packs of First infant formula

These 70ml or 90ml bottles are marketed in packs primarily for use in the first days after birth and are sold as bottles with teats to attach directly to the bottle. This means that any feed not consumed from the bottle must be discarded at the end of the feed. We have calculated the cost per day based on guidance that approximately 8 feeds are given in 24 hours in the first week of life. This is an extremely expensive way of buying infant formula: using Aptamil Profutura 1 First Infant Milk in RTF starter pack bottles, based on 8 bottles a day, would cost a family £107.33 a week; using Hipp Organic Combiotic First Infant Milk starter pack bottles would cost £74.67, using SMA Pro First Infant Milk RTF would cost £65.33 a week and using Cow & Gate 1 First Infant Milk RTF starter packs would cost £60.67 a week.

We have based calculations on 8 bottles a day. Using any of these milks is likely to lead to considerable waste in the first week of life as infants require small, regular feeds.

Table 1. Cost of starter packs of first infant milks

Milk name	Volume	Cost	Where costed	Cost per 100ml	Cost per day birth – 2 weeks (8 bottles per day)
Aptamil Profutura 1 First Milk	6 x70 ml starter pack	£11.50	Boots	£2.74	£15.33
Aptamil Sensavia 1 First Infant Milk	6 x70 ml starter pack	£10.99	Boots	£2.62	£14.65
Aptamil 1 First Infant Milk	6 x 70ml starter pack	£8.50	Boots	£2.02	£11.33
Hipp Organic Combiotic First Infant Milk	6 x 90ml starter pack	£8.00	Boots	£1.48	£10.67
SMA Pro First Infant Milk	6 x 70ml Starter pack	£7.00	Boots	£1.67	£9.33
Cow & Gate 1 First Infant Milk	6 x 70ml starter pack	£6.50	Boots	£1.55	£8.67

2.0 First infant milks – Ready to feed (RTF)

Table 2 shows infant formula marketed as first milk suitable from birth sold as ready to feed milks in tetrapak cartons or plastic bottles. We have compared costs as cost per 100ml milk, and to put this in perspective of the weekly family shopping bill, we have costed a week's intake based on an average intake at 2-3 months of 920ml/day. RTF infant formula may be a useful option when facilities to make up powdered infant milk safely are lacking or when travelling, but are considerably more expensive than powdered infant formula.

Table 2: Cost of first infant milks: RTF formulations

Milk name	Volume	Cost	Where costed	Cost per 100ml	Cost per day (920ml/day)	Cost per week (6440ml/week)
Aptamil Profutura 1 First Infant Milk	200ml	£1.10	Boots	55p	£5.06	£35.42
Aptamil 1 First Infant Milk	200ml	95p	Boots	48p	£4.42	£30.91
Aptamil Hungry Milk	200ml	95p	Boots	48p	£4.42	£30.91
Hipp Organic Combiotic First Infant Milk	200ml	90p	Boots	45p	£4.14	£28.98
SMA Extra Hungry	200ml	80p*	Boots	40p	£3.68	£25.76
SMA Pro First Infant Milk	200ml	80p	Boots	40p	£3.68	£25.76
Cow & Gate 1 First Infant Milk	200ml	75p	Boots	38p	£3.50	£24.47
Cow & Gate Infant Milk for Hungrier babies	200ml	75p	Boots	38p	£3.50	£24.47
SMA Little Steps First Infant Milk	200ml	65p	Morrisons	33p	£3.04	£21.25
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Aptamil 1 First Infant Milk	1000ml	£3.95	Boots	40p	£3.68	£25.76
SMA Pro First Infant Milk	1000ml	£3.70	Sainsbury's	37p	£3.40	£23.83
Cow & Gate 1 First Infant Milk	1000ml	£3.19	Boots	32p	£2.94	£20.61

*Price from January 2020

3.0 First Infant milks – powdered formulations (PIF)

Infant formula or infant milks marketed as foods for special medical purposes suitable for use from birth can be made from cows' or goats' milk, soya protein or protein hydrolysates. The first milks detailed here include first infant formula, hungry baby milks and specialised milks classified as foods for special medical purposes but sold over the counter in the UK. Information about the composition of all infant milks marketed in the UK, can be found in the report *Infant Milks in the UK* available at www.firststepsnutrition.org.

We have compared costs per 100ml of made up infant milk, and to put this in perspective of the weekly family shopping bill, we have costed a week's intake based on an average intake at 2-3 months of 920ml/day.

Powdered infant milks are highly variable in cost. The most expensive, Holle Organic Infant Goats Milk Formula 1, costs 58p per 100ml. All three goats' milk-based formula on the market are the most expensive powdered milks. There are considerable cost differences for powdered cows' milk based infant formula. Holle Organic infant formula 1 at 26p per 100ml is the most expensive organic infant formula whilst Aptamil Profutura First Infant Formula at 25p per 100ml is the most expensive non-organic cows' milk based infant formula. The cheapest powdered first infant formulas are Sainsbury's Little Ones First Infant Milk and Mamia First Infant Milk both costing 10p per 100ml. As all first infant milks must meet current EU regulations for infant formula composition, there is no need for families to buy more expensive formula. Some of the cheaper milks do not currently make claims through marketing and advertising and therefore families benefit when companies simply produce a product which meets regulations without marketing.

The cost of feeding a 2-3 month baby over a month (30 days) can therefore vary in cost from £160.20 to £27.60. Considering the most available brands in supermarkets, a family choosing Aptamil Profutura First Infant Milk would spend £69.00 a month and those using SMA Advanced First Infant Milk would spend £60.60 a month compared to £36.00 if Cow & Gate 1 First Infant Milk was chosen or £27.60 if a family has access to an Aldi or Sainsbury's supermarket.

Table 3: Cost of first infant milks: powdered formulations (PIF)

Milk name	Weight	Cost	Where costed	Cost per 100ml made up milk	Cost per day (920ml/day)	Cost per week (6440ml/week)
Holle Organic Infant Goat Milk Formula	400g	£16.57*	Organic Supplier (2019)	58p	£5.34	£37.35
Kabrita Gold 1 (Goats' milk based)	800g	£19.95*	Boots	32p	£2.94	£20.61
NANNYCare First Infant Milk (Goats' milk based)	900g	£21.00	Boots	29p	£2.67	£18.68
Holle Organic Infant Formula 1	400g	£7.99*	Wholefoods	26p	£2.39	£16.74
Aptamil Profutura 1 First Infant Milk	800g	£15.00	Boots	25p	£2.30	£16.10
Aptamil Lactose Free	400g	£7.50	Boots	24p	£2.21	£15.46
Piccolo Organic First Infant Milk	800g	£14.99	Boots	24p	£2.21	£15.46
Aptamil Anti-reflux	800g	£14.00	Boots	23p	£2.12	£14.81
Aptamil Comfort	800g	£14.00	Sainsbury's	23p	£2.12	£14.81
Aptamil Sensavia 1 First Infant Milk	800g	£13.99	Boots	23p	£2.12	£14.81
SMA Advanced First Infant Milk	800g	£14.50	Boots	22p	£2.02	£14.17
SMA HA	800g	£13.00	Boots	21p	£1.93	£13.52
SMA Comfort	800g	£13.00	Boots	20p	£1.84	£12.88
SMA Wysoy	800g	£13.00	Boots	20p	£1.84	£12.88
Aptamil 1 First Milk	800g	£11.50	Boots	19p	£1.75	£12.24
Aptamil Hungry Milk	800g	£11.50	Boots	19p	£1.75	£12.24
Kendamil Organic First Infant Milk	800g	£12.00	Manufacturers online shop	19p	£1.75	£12.24
SMA Anti-Reflux	800g	£12.00	Boots	19p	£1.75	£12.24
SMA LF	400g	£6.00	Boots	19p	£1.75	£12.24

*Price from January 2020

Milk name	Weight	Cost	Where costed	Cost per 100ml made up milk	Cost per day (920ml/day)	Cost per week (6440ml/week)
SMA Organic First Infant Milk	800g	£12.00	Boots	19p	£1.75	£12.24
Aptamil 1 First Milk @Lidl	700g	£9.49	Lidl	18p	£1.66	£11.59
Cow & Gate Anti-reflux	800g	£10.49	Boots	17p	£1.56	£10.95
Cow & Gate Comfort	800g	£10.49	Boots	17p	£1.56	£10.95
Hipp Combiotic Comfort	800g	£11.00	Boots	17p	£1.56	£10.95
Hipp Combiotic Anti-reflux	800g	£11.00	Boots	17p	£1.56	£10.95
SMA Extra Hungry	800g	£10.75	Boots	17p	£1.56	£10.95
SMA Pro First Infant Milk	800g	£10.00	Boots	16p	£1.47	£10.30
HiPP Organic Combiotic First Infant Milk	800g	£9.50	Boots	15p	£1.38	£9.66
Similac 1 First Infant Milk	900g	£10.00	Manufacturers online shop	14p	£1.29	£9.02
Cow & Gate 1 First Infant Milk	800g	£7.99	Boots	13p	£1.20	£8.37
Cow & Gate 1 First Infant Milk @ Lidl	700g	£6.99	Lidl	13p	£1.20	£8.37
Cow & Gate Infant Milk for hungrier babies	800g	£7.99	Boots	13p	£1.20	£8.37
HiPP Organic Combiotic Hungry Infant Milk	800g	£8.50	Boots	13p	£1.20	£8.37
Kendamil First Infant Milk	900g	£9.00	Manufacturers online shop	13p	£1.20	£8.37
SMA Little Steps First Infant Milk	800g	£8.00	Tesco	13p	£1.20	£8.37
Sainsbury's Little Ones First Infant Milk	900g	£7.00	Sainsbury's (only available at Sainsbury's)	10p	92p	£6.44
Mamia First Infant Milk	900g	£6.69‡	ALDI (only available at ALDI)	10p	92p	£6.44

*Price from January 2020 ‡Price from June 2020

4.0 Follow-on Formula

Follow-on formula are not recommended, but are marketed for infants from 6 months of age, both as powdered and RTF milks. Table 4 summarises the cost of these milks and considers both a daily cost of 600ml formula per day and a weekly cost of 4200ml of formula used at 7-12 months of age. RTF and goats' milk-based products remain the most expensive, and there are some small differences in cost between first and follow-on formula dependent on scoop weight differences.

Table 4: Cost of Follow-on milk products marketed in the UK

Milk name	Volume/ Weight	Cost	Where costed	Cost per 100ml made-up milk	Cost per day at 7-12 months (600ml)	Cost per week at 7- 12 months (4200ml)
Ready to feed follow-on milks						
Aptamil Profutura 2 Follow-on Milk	200ml	£1.10	Boots	55p	£3.30	£23.10
Aptamil 2 Follow-on Milk	200ml	95p	Boots	48p	£2.88	£20.16
SMA Pro Follow on Milk	200ml	80p	Boots	40p	£2.40	£16.80
Hipp Organic Combiotic Follow-on Milk	250ml	£1.00	Boots	40p	£2.40	£16.80
Cow & Gate 2 Follow on Milk	200ml	75p	Boots	38p	£2.28	£15.96
SMA Little Steps Follow on Milk	200ml	65p	Morrisons	33p	£1.98	£13.86
Ready to feed follow-on milks						
Aptamil 2 Follow-on Milk	1000ml	£3.95	Boots	40p	£2.40	£16.80
Cow & Gate Follow-on Milk	1000ml	£3.19	Boots	32p	£1.92	£13.44

*Price from January 2020

Milk name	Weight	Cost	Where costed	Cost per 100ml made-up milk	Cost per day at 7-12 months (600ml)	Cost per week at 7-12 months (4200ml)
Powdered follow-on milks						
Holle Organic Goat milk Follow on	400g	£13.99*	Wholefoods	49p	£2.94	£20.58
Kabrita Gold 2 Follow-on Milk	800g	£19.95*	Ocado	33p	£1.98	£13.86
NANNYCare Follow on Milk	900g	£21.00	Boots	29p	£1.74	£12.18
Holle Organic Infant Follow on Formula 2	600g	£11.99*	Wholefoods	26p	£1.56	£10.92
Aptamil Profutura 2 Follow on Milk	800g	£15.00	Boots	26p	£1.56	£10.92
Aptamil Sensavia 2 Follow-on Milk	800g	£13.99	Boots	25p	£1.50	£10.50
Piccolo Organic Follow-on Milk	800g	£14.99	Boots	24p	£1.44	£10.08
SMA Advanced Follow on Milk	800g	£14.50	Tesco	23p	£1.38	£9.66
Arla Baby & Me Organic Follow-on Milk	800g	£12.00†	Manufacturer's website	20p	£1.20	£8.40
Kendamil Organic Follow-on Milk	800g	£12.00	Manufacturers website	20p	£1.20	£8.40
SMA Organic Follow-on Milk	800g	£12.00	Boots	20p	£1.20	£8.40
Aptamil 2 Follow on Milk	800g	£11.50	Boots	20p	£1.20	£8.40
Aptamil 2 Follow on Milk @ Lidl	700g	£9.49	Lidl	19p	£1.14	£7.98
SMA Pro Follow on Milk	800g	£10.00	Boots	16p	96p	£6.72
HiPP Organic Combiotic Follow on Milk 2	800g	£9.00	Boots	15p	90p	£6.30

*Price from January 2020 †Price from March 2020

Milk name	Weight	Cost	Where costed	Cost per 100ml made-up milk	Cost per day at 7-12 months (600ml)	Cost per week at 7-12 months (4200ml)
Similac 2 Follow-on Milk	900g	£10.00	Manufacturers website	14p	84p	£5.88
Cow & Gate 2 Follow on Milk	800g	£7.99	Boots	14p	84p	£5.88
Cow & Gate 2 Follow on Milk @Lidl	700g	£6.99	Lidl	14p	84p	£5.88
Kendamil 2 Follow-on Milk	900g	£9.00	Manufacturers website	13p	78p	£5.46
SMA Little Steps Follow on Milk	800g	£8.00	Sainsbury's	13p	78p	£5.46
Sainsbury's Little Ones Follow-on Milk	900g	£7.00	Sainsbury's (only available at Sainsbury's)	10p	60p	£4.20
Mamia Follow on Milk	900g	£6.69	ALDI (only available at ALDI)	10p	60p	£4.20