



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

November 2022

**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, Aldi and Ocado online 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 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 Advanced 1 First Infant Milk in RTF starter pack bottles, based on 8 bottles a day, would cost a family £112.00 a week; using Hipp Organic Combiotic First Infant Milk starter pack bottles would cost £93.33, using Kendamil Classic starter pack bottles would cost £78.40, SMA Pro First Infant Milk RTF would cost £77.00 a week and using Cow & Gate 1 First Infant Milk RTF starter packs would cost £70.47 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 Advanced 1 First Infant Milk	6 x 70 ml starter pack	£12.00	Boots	£2.86	£16.00
Aptamil Organic First Infant Milk	6 x 70ml starter pack	£10.00	Boots	£2.38	£13.33
Aptamil 1 First Infant Milk	6 x 70ml starter pack	£9.00	Boots	£2.14	£12.00
Kendamil Classic First Infant Milk	6 x 70ml starter pack	£8.40	Boots	£1.99	£11.20
SMA Pro First Infant Milk	6 x 70ml Starter pack	£8.25	Boots	£1.96	£11.00
Hipp Organic Combiotic First Infant Milk	6 x 90ml starter pack	£10.00	Boots	£1.85	£13.33
Cow & Gate 1 First Infant Milk	6 x 70ml starter pack	£7.55	Boots	£1.80	£10.07

## 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 Advanced 1 First Infant Milk	200ml	£1.30	Boots	65p	£5.98	£41.86
Aptamil 1 First Infant Milk	200ml	£1.05	Boots	53p	£4.88	£34.13
Aptamil Organic First Infant Milk	200ml	£1.05	Boots	53p	£4.88	£34.13
Hipp Organic Combiotic First Infant Milk	200ml	£1.00	Boots	50p	£4.60	£32.20
Kendamil Classic First Infant Milk	200ml	99p	Boots	50p	£4.60	£32.20
SMA Pro First Infant Milk	200ml	95p	Boots	48p	£4.42	£30.91
Cow & Gate First Infant Milk	200ml	90p	Boots	45p	£4.14	£28.98
Cow & Gate Infant Milk for Hungrier babies	200ml	90p	Ocado	45p	£4.14	£28.98
SMA Little Steps First Infant Milk	200ml	75p	Tesco	38p	£3.50	£24.47
Aptamil 1 First Infant Milk	1000ml	£4.70	Boots	47p	£4.32	£30.27
SMA Pro First Infant Milk	1000ml	£4.05	Sainsbury's	41p	£3.77	£26.40
Cow & Gate 1 First Infant Milk	1000ml	£3.95	Boots	40p	£3.68	£25.76

### 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 on our website [www.infantmilkinfo.org](http://www.infantmilkinfo.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, Kendamil Goat First Infant Milk, costs 33p per 100ml. There are considerable cost differences for powdered cows' milk based infant formula. Aptamil Organic First Infant Milk at 23p per 100ml is the most expensive organic infant formula whilst Aptamil Advanced First Infant Milk at 29p per 100ml is the most expensive non-organic cows' milk based infant formula in standard format. Aptamil First Infant Milk Tabs are powdered infant formula in tablet form. These pre-measured tablets are the most expensive way to buy standard cows' milk based first infant formula at 30p per 100ml. The cheapest powdered first infant formula is Mamia First Infant Milk costing 12p 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 old baby over a month (30 days) can therefore vary in cost from £91.20 to £33.00. Considering the most available brands in supermarkets, a family choosing Aptamil Advanced First Infant Milk would spend £80.10 a month and those using SMA Advanced First Infant Milk would spend £66.30 a month, compared to £41.40 if SMA Little Steps First Infant Milk was chosen or £33.00 if a family has access to an Aldi 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)
Kendamil Goat First Infant Milk	800g	£20.99	Boots	33p	£3.04	£21.25
Aptamil 1 First Milk Tabs	552g	£12.50	Boots	30p	£2.76	£19.32
NANNYCare First Infant Milk (Goats' milk based)	900g	£21.00	Boots	29p	£2.67	£18.68
Aptamil Advanced 1 First Infant Milk	800g	£17.50	Boots	29p	£2.67	£18.68
Aptamil Lactose Free	400g	£8.55	Boots	27p	£2.48	£17.39
Aptamil Anti-reflux	800g	£16.00	Boots	27p	£2.48	£17.39
Aptamil Comfort	800g	£16.00	Sainsbury's	27p	£2.48	£17.39
Kendamil Mehadrin First Infant Milk**	800g	£14.00	Manufacturer	26p	£2.39	£16.74
SMA Lactose Free	400g	£7.80	Boots	25p	£2.30	£16.10
SMA Advanced First Infant Milk	800g	£15.99	Boots	24p	£2.21	£15.46
SMA Soya First Infant Milk	800g	£14.85	Boots	23p	£2.12	£14.81
Aptamil Organic First Infant Milk	800g	£14.50	Boots	23p	£2.12	£14.81
Kendamil Medi+ Anti Colic	800g	£14.49	Manufacturers online shop	23p	£2.12	£14.81
Aptamil 1 First Milk	800g	£13.50	Boots	22p	£2.02	£14.17
Aptamil Hungry Milk	800g	£13.55	Boots	22p	£2.02	£14.17
Cow & Gate Comfort	800g	£13.00	Boots	22p	£2.02	£14.17
Hipp Combiotic Comfort	800g	£14.00	Boots	22p	£2.02	£14.17
Hipp Combiotic Anti-reflux	800g	£14.00	Boots	22p	£2.02	£14.17

First Steps Nutrition Trust: *Costs of infant formula, follow-on formula and milks marketed as foods for special medical purposes available over the counter in the UK. November 2022: page 6*

Milk name	Weight	Cost	Where costed	Cost per 100ml made up milk	Cost per day (920ml/day)	Cost per week (6440ml/week)
Kendamil Organic First Infant Milk	800g	£14.00	Boots	22p	£2.02	£14.17
SMA Anti-Reflux	800g	£14.30	Boots	22p	£2.02	£14.17
SMA Comfort	800g	£14.35	Boots	22p	£2.02	£14.17
Cow & Gate Anti-reflux	800g	£13.00	Boots	21p	£1.93	£13.52
Aptamil 1 First Milk @Lidl	700g	£11.29	Lidl	21p	£1.93	£13.52
Kendamil Medi+ Lactose Free*	400g	£6.49	Manufacturers online shop	20p	£1.84	£12.88
Aptamil First Infant Milk 2 x 600g	1200g	£17.00	Sainsburys	19p	£1.75	£12.24
HiPP Organic Combiotic First Infant Milk	800g	£12.00	Boots	19p	£1.75	£12.24
SMA Extra Hungry	800g	£12.20	Tesco	19p	£1.75	£12.24
SMA Pro First Infant Milk	800g	£12.19	Boots	19p	£1.75	£12.24
Cow & Gate 1 First Infant Milk	800g	£10.00	Boots	16p	£1.47	£10.30
Cow & Gate Infant Milk for hungrier babies	800g	£10.00	Boots	16p	£1.47	£10.30
Cow & Gate 1 First Infant Milk @ Lidl	700g	£8.69	Lidl	16p	£1.47	£10.30
Kendamil Classic First Infant Milk	900g	£11.00	Tesco	15p	£1.38	£9.66
Similac Gold 1 First Infant Milk	900g	£11.00	Ocado	15p	£1.38	£9.66
SMA Little Steps First Infant Milk	800g	£8.99	Boots	15p	£1.38	£9.66
Cow & Gate First Infant Milk 2 x 600g	1200g	£12.50	Sainsbury's	14p	£1.29	£9.02
Mamia First Infant Milk	900g	£8.59	Aldi	12p	£1.10	£7.73

- \* This product is currently not available; details refer to the last data available on the manufacturer's website
- \*\* No price information available online for these products, last data available used.

#### 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, goats' milk and tablet format 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)
<b>Ready to feed follow-on milks</b>						
Aptamil Advanced 2 Follow-on Milk	200ml	£1.30	Boots	65p	£3.90	£27.30
Aptamil 2 Follow-on Milk	200ml	£1.05	Boots	53p	£3.18	£22.26
Hipp Organic Combiotic Follow-on Milk	200ml	£1.00	Boots	50p	£3.00	£21.00
SMA Pro Follow on Milk	200ml	95p	Boots	48p	£2.88	£20.16
Cow & Gate 2 Follow on Milk	200ml	90p	Boots	45p	£2.70	£18.90
SMA Little Steps Follow on Milk	200ml	75p	Tesco	38p	£2.28	£15.96

**Table 5: Cost of follow-on milks marketed in the UK: powdered formulations (PIF)**

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)
<b>Powdered follow-on milks</b>						
Kendamil Goat Follow-on Milk	800g	£20.99	Boots	33p	£1.98	£13.86
Aptamil 2 Follow-on Milk Tabs	576g	£12.50	Boots	30p	£1.80	£12.60
Aptamil Advanced 2 Follow on Milk	800g	£17.50	Boots	30p	£1.80	£12.60
NANNYCare Follow on Milk	900g	£21.00	Boots	29p	£1.74	£12.18
SMA Advanced Follow-on Milk	800g	£15.99	Boots	26p	£1.56	£10.92
Aptamil Organic Follow-on Milk	800g	£14.50	Boots	25p	£1.50	£10.50
Aptamil 2 Follow on Milk @ Lidl	700g	£11.75	Lidl	23p	£1.38	£9.66
Aptamil 2 Follow on Milk	800g	£13.50	Boots	23p	£1.38	£9.66
Kendamil Organic Follow-on Milk	800g	£14.00	Boots	23p	£1.38	£9.66
Aptamil Follow-on Milk 2 x 600g	1200g	£17.00	Sainsbury's	20p	£1.20	£8.40
HiPP Organic Combiotic Follow on Milk 2	800g	£12.00	Boots	20p	£1.20	£8.40
SMA Pro Follow-on Milk	800g	£12.19	Boots	20p	£1.20	£8.40
Cow & Gate 2 Follow on Milk	800g	£10.00	Boots	18p	£1.08	£7.56
Cow & Gate 2 Follow on Milk @Lidl	700g	£8.69	Lidl	17p	£1.02	£7.14
Kendamil Classic Follow-on Milk	900g	£11.00	Boots	16p	96p	£6.72

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 Gold 2 Follow-on Milk	900g	£11.00	Ocado	16p	96p	£6.72
SMA Little Steps Follow on Milk	800g	£8.99	Boots	15p	90p	£6.30
Cow & Gate 2 Follow-on Milk 2 x 600g	1200g	12.50	Sainsbury's	14p	84p	£5.88