



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, 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 £102.67, using Kendamil Classic starter pack bottles would cost £78.40, SMA Pro First Infant Milk RTF would cost £82.13 a week and using Cow & Gate 1 First Infant Milk RTF starter packs would cost £70.00 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	Sainsburys	£2.38	£13.33
Aptamil 1 First Infant Milk	6 x 70ml starter pack	£9.00	Boots	£2.14	£12.00
SMA Pro First Infant Milk	6 x 70ml Starter pack	£8.80	Boots	£2.10	£11.73
Hipp Organic Combiotic First Infant Milk	6 x 90ml starter pack	£11.00	Boots	£2.04	£14.67
Kendamil Classic First Infant Milk	6 x 70ml starter pack	£8.40	Boots	£2.00	£11.20
Cow & Gate 1 First Infant Milk	6 x 70ml starter pack	£7.50	Boots	£1.79	£10.00

* No price information available online for these products, last data available used.

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: ready-to-feed formulations (RTF)

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	£1.45	Boots	73p	£6.72	£47.01
Aptamil 1 First Infant Milk	200ml	£1.20	Boots	60p	£5.52	£38.64
Kendamil Classic First Infant Milk	250ml	£1.40	Boots	56p	£5.15	£36.06
Hipp Organic Combiotic First Infant Milk	200ml	£1.10	Boots	55p	£5.06	£35.42
SMA Pro First Infant Milk	200ml	£1.05	Boots	53p	£4.88	£34.13
Cow & Gate First Infant Milk	200ml	£1.00	Boots	50p	£4.60	£32.20
SMA Little Steps First Infant Milk	200ml	85p	Tesco	43p	£3.96	£27.69
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Hipp Organic First Infant Milk	470ml	£2.40	Sainsburys	0.51	£4.69	£32.84
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Aptamil 1 First Infant Milk	1000ml	£5.25	Boots	53p	£4.88	£34.13
SMA Pro First Infant Milk	1000ml	£4.40	Sainsbury's	44p	£4.05	£28.34
Cow & Gate 1 First Infant Milk	1000ml	£4.30	Boots	43p	£3.96	£27.69

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.

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. 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 infant formula at 35p per 100ml. The most expensive standard powder format infant formula is 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 25p per 100ml is the most expensive organic infant formula whilst Aptamil Advanced First Infant Milk at 32p per 100ml is the most expensive non-organic cows' milk based infant formula in standard format. The cheapest powdered first infant formula in a standard sized pack is Mamia First Infant Milk costing 14p per 100ml. Overall the cheapest powdered first infant milk is Cow & Gate First Infant Milk in a 1200g big pack costing 13p per 100ml. As all first infant milks must meet retained 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 £96.60 to £36.00. Considering the most available brands in supermarkets, a family choosing Aptamil Advanced First Infant Milk would spend £88.20 a month and those using SMA Advanced First Infant Milk would spend £77.40 a month, compared to £44.10 if SMA Little Steps First Infant Milk was chosen. If a family has access to an Aldi supermarket, they would spend £38.70 on Mamia First Infant Milk, or £36.00 based on buying a big pack of Cow & Gate First Infant Milk.

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)
Aptamil 1 First Milk Tabs	552g	£14.50	Boots	35p	£3.22	£22.54
Kendamil Goat First Infant Milk	800g	£20.99	Boots	33p	£3.04	£21.25
Aptamil Advanced 1 First Infant Milk	800g	£19.00	Boots	32p	£2.94	£20.61
Aptamil Anti-reflux	800g	£18.00	Boots	30p	£2.76	£19.32
Aptamil Comfort	800g	£18.00	Boots	30p	£2.76	£19.32
Aptamil Lactose Free	400g	£9.25	Boots	30p	£2.76	£19.32
NANNYCare First Infant Milk (Goats' milk based)	900g	£20.00	Tesco	28p	£2.58	£18.03
SMA Advanced First Infant Milk	800g	£17.50	Boots	28p	£2.58	£18.03
SMA Lactose Free	400g	£8.50	Boots	27p	£2.48	£17.39
Kendamil Mehadrin First Infant Milk**	800g	£14.00	Manufacturer	26p	£2.39	£16.74
SMA Soya First Infant Milk	800g	£16.50	Boots	26p	£2.39	£16.74
Aptamil Organic First Infant Milk	800g	£15.75	Ocado	25p	£2.30	£16.10
SMA Anti-Reflux	800g	£16.00	Boots	25p	£2.30	£16.10
Aptamil 1 First Milk	800g	£14.50	Boots	24p	£2.21	£15.46
Aptamil Hungry Milk	800g	£14.50	Boots	24p	£2.21	£15.46
Kendamil Organic First Infant Milk	800g	£15.00	Boots	24p	£2.21	£15.46
Hipp Combiotic Anti-reflux	800g	£15.50	Tesco	24p	£2.21	£15.46

Milk name	Weight	Cost	Where costed	Cost per 100ml made up milk	Cost per day (920ml/day)	Cost per week (6440ml/week)
Hipp Combiotic Comfort	800g	£15.50	Boots	24p	£2.21	£15.46
SMA Comfort	800g	£15.50	Tesco	24p	£2.21	£15.46
Cow & Gate Anti-reflux	800g	£14.00	Boots	23p	£2.12	£14.81
Cow & Gate Comfort	800g	£14.00	Boots	23p	£2.12	£14.81
Kendamil Comfort	800g	£14.99	Manufacturers online shop	23p	£2.12	£14.81
Aptamil 1 First Milk @Lidl	700g	£11.35	Lidl	22p	£2.02	£14.17
HiPP Organic Combiotic First Infant Milk	800g	£13.50	Boots	21p	£1.93	£13.52
SMA Extra Hungry	800g	£13.50	Ocado	21p	£1.93	£13.52
SMA Pro First Infant Milk	800g	£13.50	Boots	21p	£1.93	£13.52
Aptamil First Infant Milk 2 x 600g	1200g	£17.00	Boots	19p	£1.75	£12.24
Cow & Gate 1 First Infant Milk	800g	£10.50	Boots	17p	£1.56	£10.95
Cow & Gate Infant Milk for hungrier babies	800g	£10.50	Boots	17p	£1.56	£10.95
Cow & Gate 1 First Infant Milk @ Lidl	700g	£9.19	Lidl	17p	£1.56	£10.95
Kendamil Classic First Infant Milk	900g	£12.00	Tesco	17p	£1.56	£10.95
SMA Little Steps First Infant Milk	800g	£9.75	Boots	16p	£1.47	£10.30
Similac Gold 1 First Infant Milk	900g	£11.00	Ocado	15p	£1.38	£9.66
Mamia First Infant Milk	900g	£9.39	Aldi	14p	£1.29	£9.02

Milk name	Weight	Cost	Where costed	Cost per 100ml made up milk	Cost per day (920ml/day)	Cost per week (6440ml/week)
Cow & Gate First Infant Milk 2 x 600g	1200g	£12.00	Boots	13p	£1.20	£8.37

** 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. There can be some small differences in cost between same brand first and follow-on formula dependent on scoop weight differences. Because UK legislation prohibits promotional pricing of infant formula but not follow-on formula, promotional offers can make follow-on formula less expensive than same brand first infant formula. Promotional pricing differs between retailers and is valid only for a short period of time. For these reasons, the prices we quote for follow-on formula always refer to pricing before any promotional offers have been applied.

Table 4: Cost of Follow-on milk: ready-to-feed formulations (RTF)

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)
Aptamil Advanced 2 Follow-on Milk	200ml	£1.30	Boots	65p	£3.90	£27.30
Aptamil 2 Follow-on Milk	200ml	£1.20	Boots	60p	£3.60	£25.20
Hipp Organic Combiotic Follow-on Milk	200ml	£1.10	Tesco	55p	£3.30	£23.10
SMA Pro Follow on Milk	200ml	£1.05	Tesco	53p	£3.18	£22.26
Cow & Gate 2 Follow on Milk	200ml	£1.00	Boots	50p	£3.00	£21.00
SMA Little Steps Follow on Milk	200ml	85p	Tesco	43p	£2.58	£18.06

Table 5: Cost of follow-on milks: 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)
Aptamil 2 Follow-on Milk Tabs	576g	£14.50	Boots	35p	£2.10	£14.70
Kendamil Goat Follow-on Milk	800g	£20.99	Boots	33p	£1.98	£13.86
Aptamil Advanced 2 Follow on Milk	800g	£19.00	Boots	33p	£1.98	£13.86
SMA Advanced Follow-on Milk	800g	£17.50	Boots	29p	£1.74	£12.18
NANNYCare Follow on Milk	900g	£20.00	Tesco	28p	£1.68	£11.76
Aptamil Organic Follow-on Milk	800g	£15.75	Ocado	27p	£1.62	£11.34
Aptamil 2 Follow on Milk	800g	£14.50	Boots	25p	£1.50	£10.50
Kendamil Organic Follow-on Milk	800g	£15.00	Boots	25p	£1.50	£10.50
Aptamil 2 Follow on Milk @ Lidl	700g	£12.25	Lidl	24p	£1.44	£10.08
HiPP Organic Combiotic Follow on Milk 2	800g	£13.50	Boots	22p	£1.32	£9.24
SMA Pro Follow-on Milk	800g	£13.50	Boots	22p	£1.32	£9.24
Aptamil Follow-on Milk 2 x 600g	1200g	£17.00	Boots	20p	£1.20	£8.40
Cow & Gate 2 Follow on Milk	800g	£10.50	Boots	18p	£1.08	£7.56
Kendamil Classic Follow-on Milk	900g	£12.00	Boots	18p	£1.08	£7.56
Cow & Gate 2 Follow on Milk @Lidl	700g	£8.69	Lidl	17p	£1.02	£7.14
SMA Little Steps Follow on Milk	800g	£9.75	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
Cow & Gate 2 Follow-on Milk 2 x 600g	1200g	12.00	Boots	14p	84p	£5.88