



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

April 2024

FIRST STEPS NUTRITION TRUST



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About this report

For infants who do not receive breastmilk or who are fed both infant formula and breastmilk, infant formula may be an essential and life sustaining product. It is however an expensive product and given the ongoing cost of living crisis, it may be unaffordable for those on low incomes. The purpose of this report is to support healthcare professionals helping families assess price differences between comparable products to make informed decisions around which commercial milk formula to use. Where appropriate, families should also be supported to access the Healthy Start and Best Start Foods schemes which support the purchase of infant formula.

The data presented is for information only. We have attempted to provide accurate information on the cost of infant formula, follow-on formula and milks marketed as foods for special medical purposes available over the counter in the UK and do so in good faith. However, pricing and products may change, so please refer to the specific retailers for up-to-date information.

When referencing this document please refer to the website for the most recent version

Key information for users

We have collected and collated data on the cost of infant formula, follow-on formula and milks marketed as foods for special medical purposes available over the counter in the UK (tables 1 to 5).

Tables 1 to 3 show the differences in cost between infant formulas that are all essentially safe and suitable for babies from birth and throughout the first year of life. This information can be used to support conversations with parents in which it is explained that:

- It's 'okay' to switch infant formula brands, and this can save considerable amounts of money.
- There is still only one own brand infant formula (Aldi's Mamia, 900g), and this currently remains the cheapest option.
- Larger value packs of Cow & Gate infant formula (2 x 600g) are currently the next cheapest, if buying in bulk is possible.
- The cheapest, widely available powdered infant formula in a standard sized (800g) pack is currently SMA Little Steps First Infant Milk.

Follow-on formula is marketed as suitable from 6 to 12 months of age and the differences in price between different brands and formats are reported in tables 4 & 5. It is often assumed that savings can be made by switching to follow-on formula after the first 6 months. Table 6 compares the cost per 100ml of feeding infant formula or the same brand follow-on formula. This information can be used to support conversations with parents in which it is explained that:

- Follow-on formula marketed as suitable from 6-12 months of age offers no extra nutritional benefits for young children to infant formula, and is not recommended by the NHS

and

- When made up, powdered follow-on formula may be marginally *more* expensive than same brand powdered infant formula (PIF) when not bought at a promotional price

Prices of both infant formula and follow-on formula are increasingly competitive between retailers. Table 7 compares the cost of the 5 least expensive branded powdered infant formulas and Aldi's (own brand infant formula) Mamia across high street and budget retailers. Table 8 makes the same comparison for the least expensive branded follow-on formulas. This information can be used to advise parents on cost differences by retailer, noting that these are changing regularly at present.

Lastly, UK legislation permits promotional offers on follow-on formula. To reflect any savings that can be made using promotional offers, table 9 shows those available at the time of data collection. This information can be used to support conversations with parents in which it is explained that:

- Even with promotional prices, larger packs of follow-on formula not on promotion are often a less expensive option than follow-on formula products on short term promotional offers.

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First Steps Nutrition Trust is a charity which provides evidence-based and independent information and support for good nutrition from pre-conception to five years of age.

For information about infant milks sold over the counter in the UK see www.infantmilkinfo.org

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

April 2024

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.

1.0 How we calculated prices

We have taken prices from Boots the Chemist website, Tesco, Sainsbury's, Asda, Morrisons, Aldi, Lidl and Ocado online supermarkets and the manufacturers' online shop, prioritising our sources in that order. Where a product is not available at Boots we look for it on the Tesco website and so on until we find a current price. Prices for infant formula and follow-on formula may vary between retailers and follow-on formula may be sold at promotional prices for short periods of time, but the prices given in tables 1 to 4 represent typical prices at the time the calculations were made. In order to support healthcare professionals who are helping families struggling to afford infant formula to assess price differences between comparable products and make choices between product types and brands, we have included some additional tables; tables 7 and 8 look more closely at price differences for infant formula and follow-on formula between retailers and table 9 shows promotional offers on follow-on formula available at the time of data collection.

Our calculation of the cost per 100ml of each commercial milk formula is based on the volume of formula that would be achieved by reconstituting the whole can of powder based on the manufacturers' given 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. In tables 2 to 6 our costs are presented in the order of the most to the least expensive product per 100ml in each category based on the cost per 100ml of RTF or per 100ml of reconstituted powdered infant formula.

Where we have calculated costs per day or per week, our calculations are 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 and 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.

2.0 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, requiring 8 bottles. This is an extremely expensive way of buying infant formula: using Hipp Organic Combiotic First Infant Milk starter pack bottles would cost a family £102.67 a week, based on 8 bottles a day, using Aptamil Advanced starter pack bottles would cost £93.33 a week, using Kendamil Classic starter pack bottles would cost £78.40 a week, using Aptamil or SMA Pro starter pack bottles would cost £74.67 a week, and using Cow & Gate 1 First Infant Milk starter packs would cost £65.33 a week.

Using any of these milks is likely to lead to considerable waste in the first week of life as infants require small, regular feeds.

Parents wishing to use starter packs of infant formula should note that the cost of a particular starter pack of infant formula relative to other brands will not necessarily be reflected in the cost of longer-term use of the brand-equivalent powdered infant formula. This is because manufacturers may produce starter packs at a comparable price to others on the market as a means of encouraging brand loyalty and then charge a premium for the equivalent powdered infant formula relative to other brands.

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	£10.00	Boots	£2.38	£13.33
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
Aptamil 1 First Infant Milk	6 x 70ml starter pack	£8.00	Boots	£1.90	£10.67
SMA Pro First Infant Milk	6 x 70ml Starter pack	£8.00	Boots	£1.90	£10.67
Cow & Gate 1 First Infant Milk	6 x 70ml starter pack	£7.00	Boots	£1.67	£9.33

3.0 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 (non-sterile) 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
Hipp Organic Combiotic First Infant Milk	200ml	£1.10	Boots	55p	£5.06	£35.42
SMA Pro First Infant Milk	200ml	£1.00	Boots	50p	£4.60	£32.20
Cow & Gate First Infant Milk	200ml	£1.00	Boots	50p	£4.60	£32.20
Kendamil Classic First Infant Milk	250ml	£1.20	Boots	48p	£4.42	£30.91
SMA Little Steps First Infant Milk	200ml	75p	Tesco	38p	£3.50	£24.47
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Hipp Organic First Infant Milk	470ml	£2.40	Sainsburys	51p	£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	£4.45	Morrisons	45p	£4.14	£28.98
Cow & Gate 1 First Infant Milk	1000ml	£4.30	Boots	43p	£3.96	£27.69

4.0 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. Public health guidance in the UK is that healthy non breastfed or partially breastfed babies should be given a whey-based first infant formula, i.e. based on cows' or goats' milk, and they can drink this throughout their first year (see <https://www.nhs.uk/conditions/baby/breastfeeding-and-bottle-feeding/bottle-feeding/types-of-formula/>).

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 powdered infant formula is Kendamil Goat First Infant Milk, which costs 33p per 100ml. There are considerable cost differences between powdered cows' milk-based infant formula. Kendamil Organic First Infant Milk at 24p per 100ml is the most expensive organic infant formula whilst Aptamil Advanced First Infant Milk at 30p per 100ml is the most expensive non-organic cows' milk based infant formula in standard format. **The cheapest powdered first infant formula is Mamia First Infant Milk costing 12p per 100ml, however for more widely available brands, the cheapest powdered infant formula in a standard sized pack is SMA Little Steps First Infant Milk at 16p per 100ml. Cow & Gate First Infant Milk in a 1200g big pack costs 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.**

The cost of feeding a 2-3 month old baby over a month (30 days) can therefore vary in cost from £96.60 to £33.00. Considering the brands most available in supermarkets, a family choosing Aptamil Advanced First Infant Milk would spend £82.80 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. The cost based on buying a big pack of Cow & Gate First Infant Milk is £36.00. If a family has access to an Aldi supermarket, they would spend £33.00 on Mamia 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	£18.00	Boots	30p	£2.76	£19.32
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	£21.00	Tesco	29p	£2.67	£18.68
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
SMA Anti-Reflux	800g	£16.00	Boots	25p	£2.30	£16.10
SMA Comfort	800g	£16.00	Boots	25p	£2.30	£16.10
Hipp Combiotic Anti-reflux	800g	£15.50	Tesco	24p	£2.21	£15.46
Hipp Combiotic Comfort	800g	£15.50	Boots	24p	£2.21	£15.46
Kendamil Comfort	800g	£15.49	Manufacturers online shop	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)
Kendamil Organic First Infant Milk	800g	£15.00	Boots	24p	£2.21	£15.46
Cow & Gate Anti-reflux	800g	£14.00	Boots	23p	£2.12	£14.81
Cow & Gate Comfort	800g	£14.00	Tesco	23p	£2.12	£14.81
Aptamil 1 First Milk @Lidl	700g	£11.85	Lidl	23p	£2.12	£14.81
Aptamil 1 First Milk	800g	£13.50	Boots	22p	£2.02	£14.17
Aptamil Hungry Milk	800g	£13.50	Boots	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	Morrisons	21p	£1.93	£13.52
SMA Pro First Infant Milk	800g	£13.50	Boots	21p	£1.93	£13.52
Kendamil Classic First Infant Milk	800g	£12.00	Boots	19p	£1.75	£12.24
Aptamil First Infant Milk 2 x 600g	1200g	£16.00	Boots	18p	£1.66	£11.59
SMA Pro First Infant Milk 2 x 600g	1200g	£16.99	Boots	18p	£1.66	£11.59
Cow & Gate 1 First Infant Milk @ Lidl	700g	£9.19	Lidl	17p	£1.56	£10.95
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
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
Cow & Gate First Infant Milk 2 x 600g	1200g	£12.00	Boots	13p	£1.20	£8.37

Milk name	Weight	Cost	Where costed	Cost per 100ml made up milk	Cost per day (920ml/day)	Cost per week (6440ml/week)
Mamia First Infant Milk	900g	£8.49	Aldi	12p	£1.10	£7.73

** No price information available online for this product, last data available used.

5.0 Follow-on Formula

Follow-on formula are marketed for infants from 6 to 12 months of age. There are no health and nutrition benefits to switching from infant formula to follow-on formula and they are not recommended by the NHS, which states that non breastfed and partially breastfed babies can be given first infant formula until 12 months of age.

Table 4 summarises the cost of follow-on formula 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 options. There can be some small differences in daily and weekly cost between same brand first infant and follow-on formula despite the products costing the same and being sold in the same volume. These differences arise from differences in scoop weight and can mean that follow-on formula costs marginally more per 100ml. **There are no cost savings to be made from switching from first infant formula to follow-on formula.** Section 5 compares the differences in cost per 100ml between reconstituted infant formula and follow-on formula as this more accurately reflects the true feeding cost of the product.

Because UK legislation prohibits promotional pricing of infant formula but not follow-on formula, promotional offers can occasionally make follow-on formula less expensive than same brand first infant formula. These offers are generally short lived and are not therefore a robust basis on which to base feeding decisions for families on a budget. Section 7.0 looks more closely at promotional offers that were valid during the period of data collection for this report. The prices we quote for follow-on formula in tables 4-5 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	£1.00	Boots	63p	£3.00	£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	Boots	55p	£3.30	£23.10
SMA Pro Follow on Milk	200ml	£1.05	Boots	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	75p	Boots	38p	£2.28	£15.96

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	£21.00	Boots	33p	£1.98	£13.86
Aptamil Advanced 2 Follow on Milk	800g	£18.00	Boots	31p	£1.86	£13.02
NANNYCare Follow on Milk	900g	£21.00	Tesco	29p	£1.74	£12.18
SMA Advanced Follow-on Milk	800g	£17.50	Boots	29p	£1.74	£12.18
Kendamil Organic Follow-on Milk	800g	£15.00	Boots	25p	£1.50	£10.50
Aptamil 2 Follow on Milk	800g	£13.50	Boots	23p	£1.38	£9.66
Aptamil 2 Follow on Milk @ Lidl	700g	£11.85	Lidl	23p	£1.38	£9.66
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
Kendamil Classic Follow-on Milk	800g	£12.00	Boots	20p	£1.20	£8.40
Aptamil Follow-on Milk 2 x 600g	1200g	£16.00	Boots	18p	£1.08	£7.56
Cow & Gate 2 Follow on Milk	800g	£9.65	Boots	16p	£0.96	£6.72
Cow & Gate 2 Follow on Milk @Lidl	700g	£8.45	Lidl	16p	£0.96	£6.72
Similac Gold 2 Follow-on Milk	900g	£11.00	Ocado	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)
SMA Little Steps Follow on Milk	800g	£9.75	Boots	16p	96p	£6.72
Cow & Gate 2 Follow-on Milk 2 x 600g	1200g	12.00	Boots	14p	84p	£5.88

6.0 How does the cost of infant formula compare to same brand follow-on formula?

There are some differences in the cost per 100ml of follow-on formula compared to infant formula; **follow-on formula is typically more expensive than infant formula**. Differences in cost per 100ml between infant and follow-on formula that cost the same per can arise as a result of different scoop weights between products; where the scoop size is larger, more formula is used to make up the same volume of feed. Rounding of the cost per 100ml may also amplify differences between infant and follow-on formula costs. Table 6 compares the cost per 100ml of reconstituted infant formula and the same follow-on formula as this more accurately reflects the true cost of the product.

Table 6. Cost difference between infant formula (IF) and follow-on formula (FoF) based on standard sized packs

Milk name	Weight	Cost	Where costed	Cost per 100ml made-up milk
Aptamil 1 IF Tabs	552g	£14.50	Boots	35p
Aptamil 2 FoF Tabs	576g	£14.50	Boots	35p
Aptamil Advanced 1 IF	800g	£18.00	Boots	30p
Aptamil Advanced 2 FoF	800g	£18.00	Boots	31p
Kendamil Goat IF	800g	£20.99	Boots	33p
Kendamil Goat FoF	800g	£21.00	Boots	33p
SMA Advanced IF	800g	£17.50	Boots	28p
SMA Advanced FoF	800g	£17.50	Boots	29p
NANNYCare IF	900g	£21.00	Tesco	29p
NANNYCare Follow on Milk	900g	£21.00	Tesco	29p
Aptamil 1 IF	800g	£13.50	Boots	22p
Aptamil 2 FoF	800g	£13.50	Boots	23p
Kendamil Organic IF	800g	£15.00	Boots	24p
Kendamil Organic FoF	800g	£15.00	Boots	25p
HiPP Organic Combiotic IF	800g	£13.50	Boots	21p
HiPP Organic Combiotic FoF	800g	£13.50	Boots	22p
SMA Pro IF	800g	£13.50	Boots	21p
SMA Pro FoF	800g	£13.50	Boots	22p
Kendamil Classic IF	800g	£12.00	Boots	19p
Kendamil Classic FoF	800g	£12.00	Boots	20p
Cow & Gate 1 IF	800g	£10.50	Boots	17p
Cow & Gate 2 FoF	800g	£9.65	Boots	16p
Similac Gold 1 IF	900g	£11.00	Ocado	15p
Similac Gold 2 FoF	900g	£11.00	Ocado	16p
SMA Little Steps IF	800g	£9.75	Boots	16p
SMA Little Steps FoF	800g	£9.75	Boots	16p

7.0 Cost of powdered infant formula across high street and budget retailers

There can be significant differences in cost between the same brand of infant formula when bought from different high street retailers. To provide relevant information to healthcare professionals working with families struggling to afford infant formula, we have compared the cost of the least expensive brand of infant formula in each manufacturer's portfolio across both budget retailers and the largest high street retailers. Iceland currently markets some standard sizes of main brand infant formula including Aptamil, Cow & Gate and Kendamil Classic infant formulas at a lower price per unit than most other retailers. However, **buying Aldi's Mamia 900g is still the least expensive way to purchase infant formula, at a cost of 12p per 100ml. The next least expensive infant formula products at a cost of 13p per 100ml are: Cow & Gate 1200g (2 x 600g) purchased at Asda, Boots, Tesco or Sainsburys, or SMA Little Steps 800g at Morrisons, Asda, Iceland, Tesco or Sainsburys.**

Table 7: Cost of the 5 least expensive branded PIFs and Aldi's Mamia across high street and budget retailers

Milk name	Pack weight	Cost	Where costed	Cost per 100ml	Cost per day (920ml/day)	Cost per week (6440ml/week)
Aptamil 1 First Infant Milk	1200g	£16.00	Asda, Boots, Sainsburys	18p	£1.66	£11.59
		£17.00	Morrisons	19p	£1.75	£12.24
	800g	£11.20	Iceland	19p	£1.75	£12.24
		£13.49	Superdrug	22p	£2.02	£14.17
		£13.50	Asda, Boots, Morrisons, Tesco, Sainsburys	22p	£2.02	£14.17
		£14.00	Co-op	24p	£2.21	£15.46
	700g	£11.85	Savers	23p	£2.12	£14.81
		£12.69	Lidl	24p	£2.21	£15.46
Cow & Gate 1 First Infant Milk	1200g	£12.00	Asda, Boots, Tesco, Sainsburys	13p	£1.20	£8.37
		£12.50	Morrisons	14p	£1.29	£9.02

Milk name	Pack weight	Cost	Where costed	Cost per 100ml	Cost per day (920ml/day)	Cost per week (6440ml/week)
Cow & Gate 1 First Infant Milk	800g	£9.75	Iceland	16p	£1.47	£10.30
		£10.50	Asda, Boots, Morrisons, Sainsburys, Superdrug	17p	£1.56	£10.95
		£10.75	Co-op	18p	£1.66	£11.59
	700g	£9.19	Lidl, Savers	17p	£1.56	£10.95
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Hipp Organic First Infant Milk	800g	£13.50	Asda, Boots, Morrisons, Tesco and Sainsburys	21p	£1.93	£13.52
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Kendamil Classic	800g	£9.25	Iceland	14p	£1.29	£9.02
		£11.99	Savers, Superdrug	19p	£1.75	£12.24
		£12.00	Asda, Boots, Morrisons, Tesco, Sainsburys	19p	£1.75	£12.24
		£12.50	Co-op	20p	£1.84	£12.88
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SMA Little Steps	800g	£7.90	Morrisons	13p	£1.20	£8.37
		£7.95	Asda, Iceland, Tesco, Sainsbury	13p	£1.20	£8.37
		£9.75	Boots	16p	£1.47	£10.30
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Mamia Infant Milk	900g	£8.49	Aldi	12p	£1.10	£7.73

8.0 Cost of powdered follow-on formula across high street and online retailers

There can be some significant differences in cost between the same brand of follow-on formula when bought from different high street retailers. We have compared the cost of the least expensive brand of follow-on formula in each manufacturer's portfolio across both budget retailers and the largest high street retailers. Iceland currently markets some main brand follow-on formulas including Aptamil, Cow & Gate and Kendamil Classic follow-on formulas at a lower price than most other retailers. However, **buying SMA Little Steps 800g at Iceland or Morrisons, or Cow & Gate 1200g (2 x 600g) packs at Asda are currently the least expensive ways to buy follow-on formula, at 13p per 100ml. The next least expensive way to buy follow-on formula at a cost of 14p per 100ml is to buy Cow & Gate 1200g (2 x 600g) packs at Boots, Tesco and Sainsburys.**

Table 8: Cost of the least expensive brand of follow-on formula from each manufacturer across high street and budget retailers

Milk name	Pack weight	Cost	Where costed	Cost per 100ml	Cost per day (600ml/day)	Cost per week (4200ml/week)
Aptamil 2 Follow-on Milk	1200g	£16.00	Asda, Boots, Tesco	18p	£1.08	£7.56
		£17.00	Morrisons, Sainsburys	20p	£1.20	£8.40
		£11.20	Iceland	19p	£1.14	£7.98
	800g	£14.00	Asda	24p	£1.44	£10.08
		£13.49	Superdrug	23p	£1.38	£9.66
		£13.50	Asda, Boots, Morrisons, Tesco, Sainsburys	23p	£1.38	£9.66
		£14.00	Co-op	24p	£1.44	£10.08
		£11.85	Lidl, Savers	24p	£1.38	£9.66
		£12.50	Morrisons	14p	84p	£5.88
Cow & Gate 2 Follow-on Milk	1200g	£11.40	Asda	13p	78p	£5.46
		£12.00	Boots, Tesco, Sainsburys	14p	84p	£5.88
		£12.50	Morrisons	14p	84p	£5.88

Milk name	Pack weight	Cost	Where costed	Cost per 100ml	Cost per day (600ml/day)	Cost per week (4200ml/week)
Cow & Gate 2 Follow-on Milk	800g	£9.65	Asda, Boots, Tesco, Sainsburys	16p	96p	£6.72
		£9.75	Iceland	17p	£1.02	£7.14
		£10.49	Superdrug	18p	£1.08	£7.56
		£10.50	Morrisons	18p	£1.08	£7.56
		£10.75	Co-op	18p	£1.08	£7.56
700g	£8.45	Lidl	16p	£0.96	£6.72	
	£8.95	Savers	17p	£1.02	£7.14	
Separator						
Hipp Organic Follow-on Milk	800g	£12.15	Asda	20p	£1.20	£8.40
		£13.50	Boots, Tesco, Sainsburys	22p	£1.32	£9.24
Separator						
Kendamil Classic Follow-on Milk	800g	£9.25	Iceland	15p	90p	£6.30
		£11.99	Savers, Superdrug	20p	£1.20	£8.40
		£12.00	Asda, Boots, Morrisons, Tesco, Sainsburys	20p	£1.20	£8.40
		£12.50	Co-Op	21p	£1.26	£8.82
Separator						
SMA Little Steps Follow-on Milk	800g	£7.90	Morrisons	13p	£0.78	£5.46
		£7.95	Iceland	13p	£0.78	£5.46
		£9.75	Asda, Boots, Sainsburys	16p	96p	£6.72

9.0 April promotional prices on follow-on formula

UK legislation prohibits promotional pricing of infant formula, but not follow-on formula. Promotional offers on follow-on formula occur regularly across retailers and can occasionally make follow-on formula less expensive than the same brand first infant formula. These offers are generally short lived and depend on consumers buying multiple products or being cardholders of the retailer's shopping club. Offers change from week to week and are not therefore a robust basis on which to base feeding decisions for families on a budget. During the weeks that we collected our data there were only three promotions, one of which was applicable to all follow-on formula products but depended on a minimum spend of £60. The greatest potential saving from promotional pricing on follow-on formula was for Hipp Organic follow-on milk which was reduced from £13.50 to £12.15 at Asda.

Table 9. Promotional pricing available on some follow-on formula milk during April 2024

Milk name	Normal price	Promotional offer	Saving	Retailer	Promotional limitations
Hipp Organic Combiotic Follow-on Formula	£13.50	£12.15	£1.35 per can	Asda	None
Cow & Gate Follow-on Formula 2 x 600g	£12.00	£11.40	20p per can	Asda	None
*Cow & Gate Follow-on Formula 2 x 600g	£12.00**	Save 10%	£1.20 per can	Boots	*Minimum spend of £60

* This offer is valid for all follow-on formula milks sold at Boots

** Our calculation has used Cow & Gate big packs x5 at £12.00 per pack as an example of the saving that could be achieved using this offer.

Appendix 1 Supporting infographics

How can families safely save money on formula milk?

Information for healthcare professionals and formula feeding families

All infant formula is expensive but some brands cost over twice as much as others. More expensive products offer no additional benefits. All brands sold in the UK are safe and suitable throughout the first year because the law requires that they all comply with the same nutrition composition standards.

Remember its OK to switch formula brands. A new formula milk can be offered all at once in a full feed or gradually across feeds - whichever works best for parents and their babies.

The least expensive way to buy infant formula is in powder format. Larger 1200g (2x600g) packs are the cheapest way to buy infant formula powder.

Supermarket own brand products are generally less expensive than branded products. There is only 1 supermarket own brand infant formula in the UK and it is the least expensive of all the standard 800g or 900g cans of infant formula available.

Some retailers sell the same infant formula for a little less than others, so it can pay to shop around.

Follow on formula offers no additional benefits for babies aged 6-12 months and may work out to be slightly more expensive than infant formula when made up.

Some retailers offer price promotions on follow-on formula but these are generally short lived and so aren't a good reason to switch from infant formula to follow-on formula when your baby is 6 months old. After the age of 1 year children don't need formula milks so there's no need to buy growing up or toddler milks. When buying discounted formula milks - always remember to check the best before/use by date.

For more information on the cost of infant milk visit www.infantmilkinfo.org/cost/

FIRST STEPS NUTRITION TRUST

WORKING WITH YOUNG FAMILIES WHO ARE LOOKING TO CUT COSTS?

- Using formula? There is no 'best infant formula' so you don't need to buy an expensive product.
- Only use formula marketed as 'Foods for Special Medical Purposes'/ specialised milks on the advice of a health care professional.
- Your baby doesn't need snacks, especially ones from packets. Between 6 and 12 months stick to your baby's usual milk between meals.
- From 1 year +, formulas marketed as 'growing-up' milks/toddler milks are unnecessary and cows' milk is a cheaper and better choice.
- If eligible, Healthy Start/Best Start vitamins can help ensure adequate intakes of at risk vitamins.
- For ideas on how to eat well on a budget see First Steps Nutrition Trust resources.

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Formula choice and preparation

Information for formula-feeding families

No powdered infant formula is sterile
Follow the NHS instructions for making up formula which, critically, includes using water at a temperature of no less than 70°C to kill any potential bacteria which may be present.

All infant formula brands are interchangeable regardless of price differences
For healthy, non-breastfed/partially breastfed babies between birth and 12 months of age, any infant formula is suitable because the law requires that they all comply with the same nutrition composition standards. Choose one based on cows' or goats' milk, avoiding 'hungry baby', anti-reflux and lactose-free.

Follow-on formula marketed for use from 6-12 months could be harmful for babies under 6 months old
It is also unnecessary for a baby from 6-12 months of age where infant formula is available.

Only use a specialised milk on the advice of a health care professional
Formula marketed as a 'Food for Special Medical Purposes' may cause harm and/or lack evidence for effectiveness.

'Growing up' or toddler milks should not be given to infants under 12 months of age as they could be harmful for them
These products are not subject to any laws with respect to their composition, marketing or labelling and may contain a lot of sugar as well as being more expensive than cows' milk.

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