



Costs of infant milks marketed in the UK

April 2019

FIRST STEPS NUTRITION TRUST



Costs of Infant Milks Marketed in the UK

April 2019

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 38ml of water for PaediaSure Shake) 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.

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 RTF starter pack bottles based on 8 bottles a day, would cost a family £102.55 a week; using Aptamil 1 First Infant Milk or Hipp Organic Combiotic First Infant Milk starter pack bottles would cost £74.69, using SMA Pro First Infant Milk RTF would cost £65.31 a week and using Cow & Gate 1 First Infant Milk RTF starter packs would cost £60.69 a week.

Hipp Organic Combiotic First Infant Milk comes in bottles of 90ml and is therefore the cheapest milk on a per 100ml basis, but as this also has an integral teat attachment and milk left at the end of a feed should be discarded 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 RTF	6 x70 ml starter pack	£10.99	Boots	£2.62	£14.65
Aptamil 1 First Infant Milk RTF	6 x 70ml starter pack	£8.00	Boots	£1.90	£10.67
Hipp Organic Combiotic First Infant Milk RTF	6 x 90ml starter pack	£8.00	Boots	£1.48	£10.67
SMA Pro First Infant Milk RTF	6 x 70ml Starter pack	£7.00	Boots	£1.67	£9.33
Cow & Gate 1 First Infant Milk RTF	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 RTF	200ml	£1.00	Boots	50p	£4.60	£32.20
Aptamil 1 First Infant Milk RTF	200ml	85p	Boots	43p	£3.96	£27.69
Aptamil Hungry Milk RTF	200ml	85p	Boots	43p	£3.96	£27.69
SMA Pro First Infant Milk RTF	200ml	80p	Boots	40p	£3.68	£25.76
SMA Extra Hungry RTF	200ml	80p	Boots	40p	£3.68	£25.76
Cow & Gate 1 First Infant Milk RTF	200ml	75p	Boots	38p	£3.50	£24.47
Cow & Gate Infant Milk for hungrier babies RTF	200ml	75p	Boots	38p	£3.50	£24.47
Hipp Organic Combiotic First Infant Milk RTF	200ml	75p	Boots	38p	£3.50	£24.47
Aptamil 1 First Infant Milk RTF	1000ml	£3.70	Boots	37p	£3.40	£23.83
Aptamil Hungry Milk RTF	1000ml	£3.70	Boots	37p	£3.40	£23.83
SMA Pro First Infant Milk RTF	1000ml	£3.50	Boots	35p	£3.22	£22.54
Cow & Gate 1 First Infant Milk RTF	1000ml	£3.19	Boots	32p	£2.94	£20.61
Cow & Gate Infant Milk for hungrier babies RTF	1000ml	£3.19	Boots	32p	£2.94	£20.61

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 53p per 100ml. All three goats' milk based formula on the market are the most expensive powdered milks, with Kabrita Gold 1 costing 33p per 100ml, and NANNYCare First Infant Milk costing 32p per 100ml. For powdered cows' milk based infant formula there are considerable cost differences. Holle Organic infant formula 1 at 28p per 100ml is the most expensive organic infant formula whilst SMA Advanced First Infant Formula at 24p per 100ml is the most expensive non-organic cows' milk based infant formula – compared to the cheapest powdered first infant formulas - 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 making health claims.

The cost of feeding a 2-3 month baby over a month (30 days) can therefore vary in cost from £146.40 to £27.60. Considering the most available brands in supermarkets, a family choosing SMA Advanced First Infant Milk would spend £66.30 a month and those using Aptamil Profutura First Infant Milk would spend £60.60 a month compared to £36.00 if Cow & Gate 1 First Infant Milk was chosen, £33.12 if SMA Little Steps was used 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 1	400g	£16.57	Organic supplier	53p	£4.88	£34.13
Kabrita Gold 1 (goats' milk based)	800g	£19.95	Boots	33p	£3.04	£21.25
NANNYCare First Infant Milk (goats' milk based)	900g	£22.98	Boots	32p	£2.94	£20.61
Holle Organic Infant Formula 1	400g	£8.69	Organic supplier	28p	£2.58	£18.03
SMA Advanced First Infant Milk	800g	£16.00	Tesco	24p	£2.21	£15.46
Aptamil Comfort	800g	£12.99	Boots	22p	£2.02	£14.17
Aptamil Lactose Free	400g	£6.99	Boots	22p	£2.02	£14.17
Aptamil Profutura 1 First Infant Milk	800g	£13.50	Boots	22p	£2.02	£14.17
SMA Organic First Infant Milk	800g	£13.99	Boots	22p	£2.02	£14.17
Aptamil Anti-reflux	800g	£12.99	Boots	21p	£1.93	£13.52
SMA LF	400g	£6.50	Boots	21p	£1.93	£13.52
Kendamil Mehadrin First Infant Milk	800g	£12.99	Manufacturer	20p	£1.84	£12.88
Aptamil Hungry Milk	800g	£10.99	Boots	19p	£1.75	£12.24
Arla Baby & Me Organic Infant Milk	800g	£12.00	Arla Foods	19p	£1.75	£12.24
Kendamil Organic First Infant Milk	800g	£12.00	Manufacturers online shop	19p	£1.75	£12.24
SMA Comfort	800g	£12.00	Boots	19p	£1.75	£12.24
SMA HA	800g	£12.00	Boots	19p	£1.75	£12.24
SMA Anti-Reflux	800g	£12.00	Boots	19p	£1.75	£12.24
Aptamil 1 First Milk	800g	£10.99	Boots	18p	£1.66	£11.59
Aptamil 1 First Milk @Lidl	700g	£9.49	Lidl	18p	£1.66	£11.59

Milk name	Weight	Cost (Feb 2019)	Where costed	Cost per 100ml made up milk	Cost per day (920ml/day)	Cost per week (6440ml/week)
Hipp Combiotic Comfort	800g	£11.00	Sainsbury's	18p	£1.66	£11.59
Hipp Organic Combiotic Anti-reflux	800g	£11.00	Boots	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
SMA Wysoy	800g	£11.16	Ocado	17p	£1.75	£12.24
SMA Extra Hungry	800g	£10.00	Boots	16p	£1.47	£10.30
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
Cow & Gate Infant Milk for hungrier babies	800g	£7.99	Boots	14p	£1.29	£9.02
HiPP Organic Combiotic Hungry Infant Milk	800g	£8.50	Boots	14p	£1.29	£9.02
Kendamil 1 First Milk	900g	£9.89	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
SMA Little Steps First Infant Milk	800g	£7.50	Tesco	12p	£1.10	£7.73
Mamia First Infant Milk	900g	£6.99	ALDI (only available at ALDI)	10p	92p	£6.44
Sainsbury's Little Ones First Infant Milk	900g	£7.00	Sainsbury's (only available at Sainsbury's)	10p	92p	£6.44

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. The cost of the follow on milk packs however are generally the same as those for first milks and it is recommended that a first infant milk is used throughout the first year if infant formula is used.

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	85p	Boots	43p	£2.58	£18.06
Hipp Organic Combiotic Follow-on Milk	250ml	£1.00	Boots	40p	£2.40	£16.80
SMA Pro Follow on Milk	200ml	80p	Boots	40p	£2.40	£16.80
Cow & Gate 2 Follow on Milk	200ml	75p	Boots	38p	£2.28	£15.96
Aptamil 2 Follow-on Milk	1000ml	£3.70	Boots	37p	£2.22	£15.54
SMA Pro Follow-on Milk	1000ml	£3.50	Boots	35p	£2.10	£14.70
Cow & Gate Follow-on Milk	1000ml	£3.19	Boots	32p	£1.92	£13.44
Powdered follow-on milks						
Holle Organic Goat milk Follow on	400g	£14.99	Organic supplier	49p	£2.94	£20.58
Holle Organic Infant Follow on Formula 2	400g	£12.49	Organic supplier	42p	£2.52	£17.64
Kabrita Gold 2 Follow-on Milk	800g	£19.95	Boots	34p	£2.04	£14.28
NANNYCare Follow on Milk	900g	£22.98	Boots	32p	£1.92	£13.44
SMA Advanced Follow on Milk	800g	£16.00	Tesco	26p	£1.56	£10.92

Milk name	Weight	Cost (July 2018)	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 Profutura 2 Follow on Milk	800g	£13.50	Boots	24p	£1.44	£10.08
SMA Organic Follow-on Milk	800g	£13.99	Boots	23p	£1.38	£9.66
Arla Baby & Me Organic Follow-on Milk	800g	£12.00	Arla Foods	20p	£1.20	£8.40
Kendamil Organic Follow-on Milk	800g	£12.00	Manufacturers online shop	20p	£1.20	£8.40
Aptamil 2 Follow on Milk	800g	£10.99	Boots	19p	£1.14	£7.98
SMA Pro Follow on Milk	800g	£10.00	Boots	17p	£1.02	£7.14
Kendamil 2 Follow-on Milk	900g	£9.89	Manufacturers online shop	15p	90p	£6.30
Cow & Gate 2 Follow on Milk	800g	£7.99	Boots	14p	84p	£5.88
HiPP Organic Combiotic Follow on Milk 2	800g	£8.50	Boots	14p	84p	£5.88
SMA Little Steps Follow on Milk	800g	£7.50	Tesco	12p	72p	£5.04
Mamia Follow on Milk	900g	£6.99	ALDI (only available at ALDI)	10p	60p	£4.20
Sainsbury's Little Ones Follow-on Milk	900g	£7.00	Sainsbury's (only available at Sainsbury's)	10p	60p	£4.20

5.0. Other infant milks: 'Growing up' and toddler milks

These milks are not recommended. The cost of these have been compared to a whole cows' milk equivalent, which is suitable for most children from 1 year of age who are eating well. Using the more expensive of these liquid milks would cost a family over £10 per week, and there may be disadvantages to using these products as they are typically sweeter than whole animal milk, may be flavoured, and may be lower in many important nutrients. A summary of the composition of these milks can be found in the report *Infant Milks in the UK* at www.firststepsnutrition.org.

Table 5: Cost of growing up and toddler milks

Milk name	Volume/ Weight	Cost	Where costed	Cost per 100ml	Cost per day 1 year + (350ml)	Cost per week 1 year + (2450ml)
Full fat cows' milk	1136ml (2 pints)	80p	Tesco	7p	25p	£1.72
Ready to feed growing up and toddler milks						
Aptamil 3 Growing up Milk 1-2 years	200ml	85p	Boots	43p	£1.51	£10.54
Aptamil 4 Growing up Milk 2-3 years	200ml	85p	Boots	43p	£1.51	£10.54
Hipp Organic Combiotic Growing up Milk 3	250ml	£1.00	Boots	40p	£1.40	£9.80
SMA Pro Toddler Milk	200ml	75p	Boots	38p	£1.33	£9.31
Cow & Gate 3 Growing up Milk 1-2 years	200ml	65p	Boots	33p	£1.16	£8.09
Cow & Gate 4 Growing up Milk 2-3 years	200ml	65p	Boots	33p	£1.16	£8.09
Aptamil 3 Growing up Milk 1-2 years	1000ml	£2.75	Boots	28p	98p	£6.86
Aptamil 4 Growing up Milk 2-3 years	1000ml	£2.75	Boots	28p	98p	£6.86
SMA Pro Toddler Milk	1000ml	£2.50	Boots	25p	88p	£6.13
Cow & Gate 3 Growing up Milk 1-2 years	1000ml	£2.39	Boots	24p	84p	£5.88
Cow & Gate 4 Growing up Milk 2-3 years	1000ml	£2.39	Boots	24p	84p	£5.88

Milk name	Volume/ Weight	Cost	Where costed	Cost per 100ml made up milk	Cost per day 1 year + (350ml)	Cost per week 1 year + (2450ml)
Powdered growing up and toddler milks						
Holle Organic Infant Goat Milk Follow-on Formula 3	400g	£17.99	Organic Supplier	58p	£2.03	£14.21
PaediaSure Shake	400g	£10.00	Boots	51p	£1.79	£12.50
Holle Organic Growing Up Milk 3	400g	£12.49	Organic Supplier	42p	£1.47	£10.29
Kabrita Gold 3	800g	£19.95	Boots	34p	£1.19	£8.33
NANNYCare Growing-up Milk	900g	£22.98	Boots	33p	£1.16	£8.09
SMA Advanced Growing Up Milk	800g	£16.00	Tesco	26p	91p	£6.37
Aptamil Profutura 3 Growing up Milk	800g	£13.50	Boots	24p	84p	£5.88
SMA Organic Toddler Milk	800g	£13.99	Boots	23p	81p	£5.64
Kendamil Mehadrin Toddler Milk	800g	£12.99	Manufacturer	22p	77p	£5.39
Kendamil Organic Toddler Milk	800g	£12.00	Manufacturers online shop	20p	70p	£4.90
Aptamil 3 Growing up Milk 1-2 years	800g	£10.00	Boots	18p	63p	£4.41
Aptamil 4 Growing up Milk 2-3 years	800g	£10.00	Boots	17p	60p	£4.17
HiPP Organic Combiotic Growing Up Milk 3	600g	£7.20	Boots	16p	56p	£3.92
Kendamil 3 Toddler Milk	900g	£9.89	Manufacturers online shop	15p	53p	£3.68
SMA Pro Toddler Milk	800g	£9.49	Boots	15p	53p	£3.68
Cow & Gate 4 Growing up Milk 2-3 years	800g	£8.50	Boots	14p	49p	£3.43
Cow & Gate 3 Growing up Milk 1-2 years	800g	£7.49	Boots	13p	46p	£3.19
HiPP Combiotic Growing Up Milk 4	600g	£6.50	Sainsbury's	13p	46p	£3.19