



Costs of infant milks marketed in the UK

July 2017

FIRST STEPS NUTRITION TRUST



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We have calculated the cost of all the infant milks currently marketed over the counter in the UK that are featured in the *Infant Milks in the UK* report, July 2017. 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 the Boots the Chemist website, Ocado or Tesco online supermarket or for organic products from the organic supermarkets Planet Organic and Wholefoods. 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. We used scoop weights either from our own analysis work (where they were measured in duplicate in a chemistry laboratory) or from manufacturer information. There might be some slight discrepancy in weights as some manufacturers give a more general scoop weight for all products, and in some cases we have estimated scoop weight from the nearest product equivalent as the data has not been provided. We calculated the amount of powder in g that would be in 100ml of made up infant milk using the standard of 1 scoop to 30ml of water (or 1 scoop to 60ml of water for Similac products), and recalculating to the amount of powder that would then be present in 100ml of made up formula. Typically 3 scoops of formula and 90ml of water make 102-104g of formula, so weights have been adjusted accordingly for each milk type.

The costs are therefore all our estimates based on the best information we have available. Prices vary over time, different scoop weights and rounding may be used and so others may come up with slightly different product costs.

1.0 Starter packs of First infant formula

These 70ml bottles are marketed in packs, for families to use in the first days after birth. We have calculated the cost per day if these milks are used, based on guidance that approximately 8 feeds are given in 24hours in the first week of life (Table 1). This is an extremely expensive way of giving infant milk: giving an infant given Aptamil Profutura 1 First Infant Milk RTF starter pack bottles in the first week, based on 8 bottles a day, would cost a family £102.34 a week, using Aptamil 1 First Infant Milk starter pack bottles would cost £74.48, using SMA Pro First Infant Milk RTF starter packs would cost £65.45 a week and using Cow & Gate 1 First Infant Milk RTF starter packs would cost £60.76 a week.

Table 1. Cost of starter packs of first infant formula

Milk name	Weight	Cost (July 2017)	Where costed	Cost per 100ml made up milk	Cost per day birth – 2weeks 8 bottles per day (560ml)
Aptamil Profutura 1 First Milk RTF	6 x70 ml starter pack	£10.99	Boots	£2.61	£14.62
Aptamil 1 First Infant Milk	6 x 70ml starter pack	£8.00	Boots	£1.90	£10.64
SMA Pro First Milk RTF	6 x 70ml Starter pack	£7.00	Boots	£1.67	£9.35
Cow & Gate 1 First Milk RTF	6 x 70ml starter pack	£6.50	Boots	£1.55	£8.68

2.0 First Infant milks – Ready to feed (RTF)

Table 2 shows milks marketed as first milks suitable from birth sold as ready to feed milks. We have compared costs by cost per 100ml milk, and costed a day's intake based on an average intake at 2-3 months of 920ml/day.

Table 2: Cost of first infant milks: RTF formulations

Milk name	Weight	Cost (July 2017)	Where costed	Cost per 100ml made up milk	Cost per day based on average intake formula at 2 -3 months (920ml/day)
Aptamil Profutura 1 First Infant Milk RTF	200ml	99p	Boots	50p	£4.60
Aptamil 1 First Infant Milk RTF	200ml	85p	Boots	43p	£3.96
Aptamil Hungry Milk RTF	200ml	85p	Boots	43p	£3.96
SMA Pro First Infant Milk RTF	200ml	80p	Boots	40p	£3.68
SMA Extra Hungry RTF	200ml	80p	Boots	40p	£3.68
HiPP Organic Combiotic First Infant Milk RTF	200ml	75p	Boots	38p	£3.50
HiPP Organic Combiotic Hungry Infant Milk RTF	200ml	75p	Ocado	38p	£3.50
Cow & Gate 1 First Infant Milk RTF	200ml	75p	Boots	38p	£3.50
Cow & Gate Infant Milk for hungrier babies RTF	200ml	75p	Boots	38p	£3.50
Aptamil 1 First Infant Milk RTF	1000ml	3.70	Boots	37p	£3.40
Aptamil Hungry Milk	1000ml	3.70	Boots	37p	£3.40
SMA Extra Hungry from birth RTF	1000ml	3.50	Boots	35p	£3.22
Cow & Gate 1 First Infant Milk RTF	1000ml	3.19	Boots	32p	£2.94
Cow & Gate Infant Milk for hungrier babies RTF	1000ml	3.19	Boots	32p	£2.94

RTF milks maybe a useful option when facilities to make up milks safely are lacking or when travelling, but are around three times more expensive than powdered formula. The most expensive RTF (Aptamil Profutura 1 First Infant Milk) costs 50p per 100ml, the cheapest first infant milk in RTF format is Cow & Gate 1 First Infant Milk in 1litre bottles which costs 32p per 100ml (we do not recommend milks marketed for hungrier babies).

3.0 First Infant milks – powdered formulations (PIF)

Infant milks can be made from cows' or goats' milk or be soy protein based by law, and first milks detailed here include first infant formula, hungry baby milks and those specialised milks sold over the counter. We have compared costs by cost per 100ml made up milk, and costed a day'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 35p per 100ml. All three goats' milk based formula on the market are the most expensive powdered milks, with Kabrita Gold 1 and NANNYCare First Infant Milk both costing 33p per 100ml. For powdered cows' milk based infant formula there are considerable cost differences: Holle Organic infant formula 1 at 28p per 100ml and Aptamil Profutura 1 First Infant Milk at 21p per 100ml are the most expensive – compared to the cheapest powdered first infant formula Bebivita First Infant Milk costing 11p per 100ml and Mamia First Infant Milk 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. Many of the more expensive brands make health claims, but can only do so for those ingredients that are not needed, and these unnecessary ingredients may in fact be a burden on a young child's metabolism. 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. For more information on infant milks see the other reports at www.firststepsnutrition.org.

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

Milk name	Weight	Cost (July 2017)	Where costed	Cost per 100ml made up milk	Cost per day based on average intake formula at 2 -3 months (920ml/day)
Holle Organic Infant Goat Milk Formula 1	400g	£10.95	Organic supplier	35p	£3.22
NANNYCare First Infant Milk (goats' milk based)	900g	£22.98	Organic supplier	33p	£3.04
Kabrita Gold 1 (goats' milk based)	800g	£19.95	Organic supplier	33p	£3.04
Holle Organic Infant Formula 1	400g	£8.85	Organic supplier	28p	£2.58
Aptamil Profutura 1 First Infant Milk	800g	£12.99	Boots	21p	£1.93
SMA Comfort	800g	£12.00	Boots	20p	£1.84
Aptamil Lactose Free	400g	£5.99	Boots	20p	£1.84
Kendamil Mehadrin First Infant Milk	800g	£13.99	Manufacturer Information	19p	£1.75
SMA LF (lactose free)	430g	£6.00	Boots	19p	£1.75
SMA HA	800g	£12.00	Boots	19p	£1.75
Aptamil Comfort	900g	£12.99	Boots	18p	£1.66
Cow & Gate Anti-reflux	900g	£11.50	Boots	18p	£1.66
Hipp Combiotic Comfort	800g	£10.99	Ocado	18p	£1.66
Hipp Organic Combiotic Anti-reflux	800g	£10.99	Ocado	18p	£1.66
SMA Wysoy	860g	£12.00	Boots	17p	£1.56
Aptamil Anti-reflux	900g	£12.99	Boots	17p	£1.56
Aptamil 1 First Milk	900g	£11.00	Boots	17p	£1.56
Aptamil Hungry Milk	900g	£11.00	Boots	17p	£1.56
SMA Pro Anti-Reflux	800g	£10.00	Boots	17p	£1.56

Milk name	Weight	Cost (July 2017)	Where costed	Cost per 100ml made up milk	Cost per day based on average intake formula at 2-3 months (920ml/day)
Similac First Infant Milk	850g	£10.95	Boots	16p	£1.47
SMA Pro First Infant Milk	800g	£10.00	Boots	16p	£1.47
SMA Extra Hungry	800g	£10.00	Boots	16p	£1.47
Castlemil Infant Milk	800g	£9.00	Manufacturer information	15p	£1.38
Cow & Gate Comfort	900g	£11.50	Boots	15p	£1.38
Cow & Gate 1 First Infant Milk	900g	£9.00	Boots	14p	£1.29
Cow & Gate Infant Milk for hungrier babies	900g	£9.00	Boots	14p	£1.29
HiPP Organic Combiotic Hungry Infant Milk	800g	£8.50	Boots	14p	£1.29
Kendamil 1 First Milk	900g	£9.89	Manufacturer information	14p	£1.29
HiPP Organic Combiotic First Infant Milk	800g	£8.50	Boots	13p	£1.20
Bebivita First Infant Milk	500g	£3.99	LIDL (only available at this supermarket)	10p	92p
Mamia First Infant Milk	900g	£6.99	ALDI (only available at this supermarket)	10p	92p

The cost of feeding a 2-3 month baby over a month (30 days) can therefore vary in cost from £96.60 to £27.60. Considering the most available brands in supermarkets, a family choosing Aptamil 1 Profutura powdered infant milk would spend £57.90 a month compared to £36.00 if Hipp Organic Combiotic First Infant Milk was chosen, or £27.60 if a family has access to LIDL or ALDI supermarkets.

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 a daily cost of 600ml formula per day 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 formula is used.

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

Milk name	Weight	Cost (July 2017)	Where costed	Cost per 100ml made up milk	Cost per day at 7-12 months (600ml)
Ready to feed follow-on milks					
Aptamil Profutura 2 Follow-on Milk	200ml	£1.10	Boots	55p	£3.30
Aptamil 2 Follow-on Milk	200ml	85p	Boots	43p	£2.58
SMA Pro Follow on Milk	200ml	80p	Boots	40p	£2.40
Cow & Gate 2 Follow on Milk RTF	200ml	75p	Tesco	38p	£2.28
Aptamil 2 Follow-on Milk	1000 ml	£3.70	Boots	37p	£2.22
Hipp Organic Combiotic Follow-on Milk	250ml*	90p	Ocado	36p	£2.16
SMA Pro Follow-on Milk	1000 ml	£3.50	Boots	35p	£2.10
Cow & Gate 2 Follow on Milk RTF	1000ml	£3.20	Tesco	32p	£1.92
Powdered follow-on milks					
NANNyCare Follow on Milk	900g	£22.98	Organic supplier	33p	£1.98
Kabrita Gold 2	800g	£19.95	Organic supplier	33p	£1.98
Holle Organic Goat milk Follow on	400g	£9.10*	Organic supplier	31p	£1.86
Holle Organic Infant Follow on Formula 2	600g	£12.75*	Organic supplier	29p	£1.74
Aptamil Profutura 2 Follow on Milk	800g	£12.99	Boots	24p	£1.44
Aptamil 2 Follow-on milk	900g	£11.00	Boots	19p	£1.14

Milk name	Weight	Cost (July 2017)	Where costed	Cost per 100ml made up milk	Cost per day at 7-12 months (600ml)
SMA Pro Follow on Milk	800g	£10.00	Boots	17p	£1.02
Similac Follow on Formula	850g	£10.95	Boots	16p	96p
Castlemil Follow-on Milk	800g	£9.00	Manufacturer information	15p	90p
HiPP Organic Combiotic Follow on Milk 2	800g	£8.50	Boots	15p	90p
Kendamil 2 Follow-on Milk	900g	£9.89	Manufacturer Information	14p	84p
Cow & Gate 2 Follow on Formula	900g	£9.00	Boots	13p	78p
Bebivita Follow on Formula	500g	£3.99	LIDL (only available at this supermarket)	10p	60p
Mamia Follow on Milk	900g	£6.99	ALDI (only available at this supermarket)	10p	60p

*Prices from February 2017 as currently not found by us for offline sale.

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 milks would cost a family over £12 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	Weight	Cost (July 2017)	Where costed	Cost per 100ml made up milk	Cost per day 1 year + (400ml)
Full fat cows' milk	1136ml (2 pints)	75p	Tesco	7p	28p
Ready to feed growing up and toddler milks					
Aptamil 3 Growing up Milk 1-2 years	200ml	85p	Boots	43p	£1.72
Aptamil 4 Growing up Milk 2-3 years	200ml	85p	Boots	43p	£1.72
SMA Pro Toddler Milk	200ml	75p	Boots	38p	£1.52
Hipp Organic Combiotic Growing Up Milk 3	250ml*	89p	Manufacturer Information	36p	£1.44
Cow & Gate 3 Growing up Milk 1-2 years RTF	200ml	65p	Tesco	33p	£1.32
Cow & Gate 4 Growing up Milk 2-3 years	200ml	65p	Boots	33p	£1.32
Aptamil 4 Growing up Milk 2-3 years	1000ml	£2.75	Boots	28p	£1.12
Aptamil 3 Growing up Milk 1-2 years	1000ml	£2.75	Boots	28p	£1.12
SMA Pro Toddler Milk	1000ml	£2.50	Boots	25p	£1.00
Cow & Gate 3 Growing up Milk 1-2 years	1000ml	£2.39	Boots	24p	96p
Cow & Gate 4 Growing up Milk 2-3 years	1000ml	£2.39	Boots	24p	96p
Aptamil Profutura 3	800g	£12.99	Boots	23p	92p

Milk name	Weight	Cost (July 2017)	Where costed	Cost per 100ml made up milk	Cost per day 1 year + (400ml)
Full fat cows' milk	1136ml (2 pints)	75p	Tesco	7p	28p
Powdered growing up and follow-on milks					
NANNyCare Growing Up Milk	900g	£24.99	Organic supplier	36p	£1.44
Kabrita Gold 3	800g	£19.95	Boots	33p	£1.32
PaediaSure Shake	400g	£10.00	Boots	33p	£1.32
Kendamil Mehadrin Toddler Milk	800g	£13.99	Manufacturer Information	19p	76p
Aptamil 3 Growing up Milk 1-2 years	900g	£10.00	Boots	15p	60p
Similac Growing Up Milk	850g	£9.95	Boots	15p	60p
SMA Pro Toddler Milk	800g	£9.49	Boots	15p	60p
Castlemil Toddler Milk	800g	£9.00	Manufacturer information	15p	60p
HiPP Organic Combiotic Growing Up Milk 3	600g	£6.45	Boots	14p	56p
HiPP Combiotic Growing Up Milk 4	600g	£6.45	Ocado	14p	56p
Aptamil 4 Growing up Milk 2-3 years	900g	£10.00	Boots	13p	52p
Kendamil 3 Toddler Milk	900g	£9.89	Manufacturer information	14p	56p
Cow & Gate 4 Growing up Milk 2-3 years	800g	£8.50	Boots	13p	52p
Cow & Gate 3 Growing up Milk 1-2 years	900g	£8.50	Tesco	12p	48p
Bebivita Growing up Milk	500g	£3.49	LIDL	9p	36p