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UNITED KINGDOM



THE BABY FRIENDLY INITIATIVE



INFANT FEEDING



INFANT FEEDING BITESIZE

March 2024

First Steps Nutrition Infographic – How can families safely save money on formula milk



Information for healthcare professions and formula feeding families :

- 1. 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 nutritional composition standards.
- 2. The least expensive way to buy infant formula is in powder format.** Larger 1200g (2 x 600g) packs are the cheapest way to buy infant formula powder.
- 3. 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.
- 4. Some retailers sell the same infant formula for a little less than others, so it can pay to shop around.**
- 5. 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 infant formula, but these are generally short lived and so aren't a good reason to switch from infant formula to follow-on formula when baby is 6 months old.

After the age of 1-year children don't need formula milk so there's no need to buy growing up or toddler milks.

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 it's 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.



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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.

Please can all staff familiarise themselves with the ['Infant formula / Emergency Support' Pathway](#)

The pathway is for staff who encounter families in need of emergency formula milk in Blackburn with Darwen



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South Cumbria



**Baby Friendly
Together**

Feeding and relationship building:
forming foundations for life



**FIRST STEPS
NUTRITION
TRUST**

For more info please click above

**For more information on the costs of
infant milks visit -**

<https://infantmilkinfo.org/costs/>

Useful links –

<https://infantmilkinfo.org/>

<https://www.firststepsnutrition.org/infant-milks-health-workers>

<https://www.firststepsnutrition.org/parents-carers>

<https://www.unicef.org.uk/babyfriendly/wp-content/uploads/sites/2/2022/10/Bottle-feeding-leaflet.pdf>

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