



Costs of milks marketed for children over 1 year of age

March 2020



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Milks marketed for children over 1 year of age are not needed. Children who are not breastfed after 1 year of age can have cows' milk as the main milk drink. Children over 2 years who eat well can have semi-skimmed milk. We have calculated the cost of milks marketed for children over 1 year currently available over the counter in the UK and compared this to the cost of cows' milk. 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.

We calculated costs based on the volume of powder 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 Product.

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. It can cost 5-10 times as much to use these milks compared to using cows' milk.

Cost of milks marketed for children over 1 year of age

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 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
Cow & Gate 3 Growing up Milk 1-2 years	1000ml	£2.50	Boots	25p	88p	£6.13
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)
Full fat cows' milk	1136ml (2 pints)	80p	Tesco	7p	25p	£1.72
Powdered milks						
Holle Organic Infant Goat Milk Follow-on Formula 3	400g	£17.79	Planet Organic	57p	£2.00	£13.97
PaediaSure Shake	400g	£10.00	Boots	51p	£1.79	£12.50
Kabrita Gold 3	800g	£19.95	Ocado	33p	£1.16	£8.09
NANNYCare Growing-up Milk	900g	£21.00	Boots	30p	£1.05	£7.35
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
Piccolo Growing Up Milk	800g	£14.99	Boots	24p	84p	£5.88
Aptamil Sensavia 3 Growing Up Milk	800g	£13.99	Boots	24p	84p	£5.88
Holle Organic Growing Up Milk 3	600g	£10.99	Wholefoods	23p	81p	£5.64
Kendamil Mehadrin Toddler Milk	800g	£12.99	Manufacturers online shop	22p	77p	£5.39
Kendamil Organic Toddler Milk	800g	£12.00	Manufacturers online shop	20p	70p	£4.90
SMA Organic Toddler Milk	800g	£12.00	Boots	20p	70p	£4.90
Aptamil 3 Growing up Milk 1-2 years	800g	£10.00	Boots	18p	63p	£4.41
SMA Pro Toddler Milk	800g	£9.49	Boots	16p	56p	£3.92
Aptamil 4 Growing up Milk 2-3 years	800g	£10.00	Boots	16p	56p	£3.92
Cow & Gate 3 Growing up Milk 1-2 years	800g	£7.49	Boots	13p	46p	£3.19
Kendamil 3 Toddler Milk	900g	£9.00	Manufacturers online shop	13p	46p	£3.19
HiPP Organic Combiotic Growing Up Milk 3	600g	£7.25	Boots	13p	46p	£3.19
Cow & Gate 4 Growing up Milk 2-3 years	800g	£8.50	Boots	13p	46p	£3.19
HiPP Combiotic Growing Up Milk 4	600g	£7.20	Ocado	13p	46p	£3.19

