

Glossary

Term	Description
Absolute gross margins	The difference between revenue and cost of goods sold.
Anti-reflux formula	Is also called staydown formula and is suitable from birth but only under medical supervision. This type of formula is thickened with the aim of preventing reflux in babies (when babies bring up milk during or after a feed). ¹
ASA	Advertising Standards Agency.
Baby	Means a child under the age of 12 months.
Baby clubs	Refers to information, advice and support that parents can access and is provided by manufacturers on a wide range of topics, from pre-birth matters such as conception, through to pregnancy and birth, as well as baby care and parenthood, health, wellbeing and fitness, nutrition and relationships. They also include information about a brand and the specific products available within the brand range.
BCAP Code	The UK Code of Broadcast Advertising. This applies to all advertisements (including teleshopping, content on self-promotional channels, tv text and interactive tv ads) and programme sponsorship credits on radio and tv services licenced by Ofcom. ²
Brand	Refers to a product or products sold under a specific name and/or identity. Some brands have sub-brands (eg premium or advanced tiers of the same brand).
Breastfeeding	Refers to the feeding of an infant with milk taken from the breasts, either directly by the infant or expressed and given to the infant via a bottle or other drinking vessel. ³
Breastmilk	Refers to milk produced by a woman's body to feed her baby.

¹ NHS, [Types of formula milk - NHS \(www.nhs.uk\)](https://www.nhs.uk), accessed 30/09/24

² Advertising Standards Agency, [Advertising codes](#), accessed 15/10/24

³ Scientific Advisory Committee on Nutrition, 2018, Feeding in the first year of life, pg 233

Term	Description
CAP Code	The UK Code of Non-broadcast Advertising and Direct & Promotional Marketing. This is the rule book for non-broadcast advertisements, sales promotions and direct marketing communications. ⁴
Comfort formula	Is suitable from birth following advice from a midwife or health visitor. This type of formula contains cows' milk proteins that have already been partly broken down (partially hydrolysed). ⁵
Complementary feeding	Refers to the period when solid foods are given in addition to either breastmilk or infant formula to complement the nutrients provided by breastmilk and/or infant formula when breastmilk and/or infant formula alone is not sufficient to meet the nutritional requirements of a growing infant. Complementary feeding includes all liquids, semi-solid and solid foods, other than breast milk and infant formula. ⁶ Complementary feeding generally starts at age 6 months. Complementary feeding includes all liquids, semi-solid and solid foods, other than breast milk and infant formula. ⁷
CPI	Cost Price Increase.
DHA – docosahexaenoic acid	Is a fatty acid. Regulation 2016/127 specifies the mandatory addition (within a range) of DHA in infant formula and follow-on formula. ⁸
DHSC	Department for Health and Social Care.
Discounters	Are typically the cheapest retailers. In this market study, 'discounters' refers to the three largest discounters, Aldi, Iceland and Lidl.
Follow-on formula (FOF)	Is suitable for infants from 6 months, although the NHS advises asking a health visitor for advice first. It typically given the number 2 on packaging. Follow-on formula should never be fed to babies under 6 months old. ⁹
Food for special medical purposes (FSMP)	Has been specially processed or formulated and is intended for the dietary management of patients, including infants, to be used under medical supervision; it is intended for the exclusive or partial feeding of patients with a limited, impaired or disturbed capacity to take, digest, absorb, metabolise or excrete ordinary food or certain nutrients contained therein, or metabolites, or with other medically-determined nutrient requirements, whose dietary management cannot be achieved by modification of the normal diet alone'. ¹⁰
Formula milks	Refers to all of infant formula, follow-on formula, growing-up milk and infant food for special medical purposes.

⁴ Advertising Standards Agency, [Advertising codes](#), accessed 15/10/24

⁵ NHS, [Types of formula milk - NHS \(www.nhs.uk\)](#), accessed 30/09/24

⁶ Scientific Advisory Committee on Nutrition, 2018, Feeding in the first year of life, pg 234

⁷ Department of Health and Social Care (updated April 2024), [Guidance on Commission Delegated Regulation \(EU\) 2016/127](#), accessed 14/10/24

⁸ [Regulation \(EU\) 2016/127](#)

⁹ NHS, [Types of formula milk - NHS \(www.nhs.uk\)](#), accessed 30/09/24

¹⁰ [Food for Specific Groups Regulation \(EU\) No 609/2013](#) (assimilated direct legislation), Article 2

Term	Description
FSA	Food Standards Agency.
FSG Regulation	Food for Specific Groups Regulation.
FSNT	First Steps Nutrition Trust.
Growing-up milk (GUM)	Is also called toddler milk and given the numbers 3 and 4 on the packaging. It is suitable from 1 year, although the NHS advises asking a health visitor for advice first. ¹¹
Halo effect	Marketing and promotional activities for one product which support sales of another product.
HCPs	Healthcare providers.
HiPP UK Limited ('HiPP')	Manufacturer of HiPP Organic formula milks.
Hungry baby formula	Is also called hungry milk and is suitable from birth, although the NHS recommends asking a midwife or health visitor for advice first. This type of formula contains more casein than whey, and casein is harder for babies to digest. ¹²
Infant formula	Is also called first infant formula/milk and given the number 1 on packaging. It describes a food intended for use by babies during the first months of life and satisfying by itself the nutritional requirements of such infants until the introduction of appropriate complementary feeding. ¹³ The NHS advises that unless a midwife, health visitor or GP suggests otherwise, first infant formula is the only formula your baby needs. Your baby can stay on it when you start to introduce your baby's first solid foods at around 6 months and they can drink it throughout their first year. ¹⁴
Kendal Nutricare Limited ('Kendal')	Manufacturer of Kendamil formula milks.
Manufacturers	The upstream suppliers of formula milks.
MIR	Market Investigation Reference.

¹¹ NHS, [Types of formula milk - NHS \(www.nhs.uk\)](https://www.nhs.uk), accessed 30/09/24

¹² NHS, [Types of formula milk - NHS \(www.nhs.uk\)](https://www.nhs.uk), accessed 30/09/24

¹³ Guidance Commission Delegated Regulation (EU) 2016/127 (supplementing Regulation (EU) No 609/2013): guidance, updated 3 April 2024, accessed 30/09/24

¹⁴ NHS, [Types of formula milk - NHS \(www.nhs.uk\)](https://www.nhs.uk), accessed 30/09/24

Term	Description
Nestle UK Limited ('Nestle')	Manufacturer of SMA (SMA and SMA Advanced) and Little Steps formula milks.
NICE	The National Institute for Health and Care Excellence.
NIP	Northern Ireland Protocol.
NLCS Framework	A framework which sets out arrangements for co-operation between DHSC, the Scottish Government, the Welsh Government and the Food Standards Agency in Northern Ireland in relation to nutrition related labelling, composition, and standards policy.
Nutricia Limited trading as Danone UK ('Danone')	Manufacturer of Aptamil (Aptamil and Aptamil Advanced) and Cow & Gate formula milks.
Online sales	Refers to online purchases of formula milks which are delivered to parents (this does not include click and collect sales).
Our consumer research	This was commissioned by the CMA and awarded to the independent research company, Thinks Insight and Strategy.
Own-label	Refers to a product which is produced for and stocked by a particular retailer. It is therefore not available for purchase elsewhere.
Parents	Encompasses all family structure types and caring roles.
Priming stage	The stage when consumers are not actively in the market, but are going about their daily lives and are forming biases towards a particular product.
Product range	Refers to the set of products within a brand or sub-brand. Typically, brands and sub-brands consist of several formula milk products which are suitable for babies and children of different ages.
R&D	Research and development.
Ready-to-feed (RTF) formula	Is pre-made, sealed bottles of formula milk, in contrast to tubs/ tins of powdered formula.
RFI	Request For Information.
RRP	Recommended Retail Price.
SKUs	Stock Keeping Units.

Term	Description
Special milks	Refers to anti-reflux, comfort, and hungry baby formula products.
Starter pack	Refers to packs of infant formula which are designed for convenience, for example in the first few days of a baby's life in hospital, and generally include 6 x 70ml ready to feed bottles and pre-sterilised teats. Bottles and teats may also be single use/disposable. ¹⁵
Toddler	Means a child aged between one and 3 years.
USP	Unique Selling Point
WHO	World Health Organization.
WHO Code	International Code of Marketing of Breast-milk Substitutes. This, along with subsequent resolutions, is an international health policy framework designed to encourage better regulation of the marketing of breastmilk substitutes in order to protect and promote breastfeeding.
Word of mouth	Refers to information or communication conveyed orally, typically through spoken language from person to person, rather than through written documented or formal records.

¹⁵ Manchester University NHS Foundation Trust, [What should I pack for coming into hospital?](#), accessed 15/10/24

