

Costs of infant
formula, follow-on
formula and milks
marketed as foods
for special
medical purposes
available over the
counter in the UK

February 2026

FIRST STEPS NUTRITION TRUST



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About this report

For infants who do not receive breastmilk or who are fed both infant formula and breastmilk, infant formula may be an essential and life sustaining product. It is however an expensive product and research shows that some families on low incomes find it unaffordable¹. The purpose of this report is to support healthcare professionals helping families assess price differences between comparable products to make informed decisions around formula milk to use. Where appropriate, families should also be supported to access the Healthy Start and Best Start Foods schemes which support the purchase of infant formula.

The data presented is for information only. We have attempted to provide accurate information on the cost of infant formula, follow-on formula and milks marketed as foods for special medical purposes available over the counter in the UK and do so in good faith. However, pricing and products may change, so please refer to the specific retailers for up-to-date information.

When referencing this document please refer to the website for the most recent version

Key information for users

We have collected and collated data on the cost of infant formula, follow-on formula and milks marketed as foods for special medical purposes available over the counter in the UK (tables 1 to 5). This data was collected on February 21st and 23rd 2026.

Tables 1 to 3 show the differences in cost between infant formulas that are all judged to suitable for babies from birth and throughout the first year of life. The cost difference between the most and least expensive non-specialised cows' milk-based first infant formula sold at Boots (who stock the largest number of different products, allowing the best comparison), is Aptamil Advanced 1 First Infant Milk (£18 per 800g) and Bonya by Kendamil First Infant Milk (£7.50) per 800g), a difference of £10.50 per 800g. This information can be used to support conversations with parents in which it is explained that:

- Brand loyalty is common but unnecessary when it comes to feeding babies. Since all infant formulas in the UK are regulated to ensure they are suitable for babies from birth through the first year, parents can make substantial savings by switching brands².

¹ Brown A, et al (in press). Infant formula affordability negatively impacts parental wellbeing, financial security and safe feeding practices in the UK

Hunter E, et al (2025). *Navigating infant food insecurity: low-income parents infant feeding intentions and practices in the UK*. BMC Public Health 26(1):161.

² It may take a baby some time to adjust, and any new infant formula offered can be introduced all at once in a full feed or gradually across feeds – whichever works best for parents and their babies.

Pricing strategies mean that the least expensive way to buy infant formula is in powdered format, and that supermarket own-brand infant formula offers the best value for money. Aldi Mamia and Lidl Lupilu (both 800g) are the least expensive infant formula powders both with a retail price of £6.99. This works out at 11p per 100ml of made-up formula.

Price relative to Healthy Start

There are four standard size (800g) first infant formula milk products affordable with the Healthy Start allowance which provides £8.50 a week for a baby aged up to one year: Aldi Mamia 800g and Lidl Lupilu 800g (£6.99, both 11p/100ml), Bonyla by Kendamil 2 x 400g, £6.99 from Savers, £7.50 from Boots, Morrisons and Ocado (12p/100ml) £8.45 from Tesco and Sainsbury's and SMA Little Steps 800g, £7.95 from Tesco and Ocado (13p/100ml), £8.40 from Asda and Morrisons. Cow & Gate 700g is also affordable within the Healthy Start allowance, priced at £7.98 per 700g at Lidl (15p per 100ml), although this is a smaller pack size than the standard 800g tin. All other products remain above the £8.50 allowance.

Follow-on formula is marketed as suitable from 6 to 12 months of age and the differences in price between different brands and formats are reported in tables 4 & 5. It is often assumed that savings can be made by switching to follow-on formula after the first 6 months. Table 6 compares the cost per 100ml of feeding infant formula or the same brand follow-on formula. This information can be used to support conversations with parents in which it is explained that:

- Follow-on formula marketed as suitable from 6-12 months of age offers no extra nutritional benefits for young children to infant formula, and is not recommended by the NHS
- and
- When made up, powdered follow-on formula may be marginally *more* expensive than same brand powdered infant formula

There continues to be differences in the price of same branded infant formula and follow-on formula stocked at different retailers. This shows that it is worthwhile shopping around for infant formula. Table 7 compares the cost of the 5 least expensive branded powdered infant formulas and Aldi and Lidl's own brand infant formula (Mamia and Lupilu) across high street and budget retailers. Table 8 makes the same comparison for the least expensive branded follow-on formulas. This information can be used to advise parents on cost differences by retailer.

Lastly, UK legislation permits promotional offers on follow-on formula. To reflect any savings that can be made using promotional offers, table 9 shows those available at the time of data collection. An examination of promotions for follow-on formula revealed that only one of the October 2025 promotions was still valid in February 2026. This information can be used to support conversations with parents in which it is explained that:

- Promotions are not a reliable foundation for families on a budget when making feeding decisions, leaving them exposed to price increases once promotions end.

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First Steps Nutrition Trust is a charity which provides evidence-based and independent information and support for good nutrition from pre-conception to five years of age. For information about infant milks sold over the counter in the UK see www.infantmilkinfo.org

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Costs of infant formula, follow-on formula and milks marketed as foods for special medical purposes available over the counter in the UK

February 2026

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.

1.0 How we calculated prices

We have taken prices from Boots the Chemist website, Tesco, Sainsbury's, Asda, Morrisons, Aldi, Lidl, Savers and Ocado online supermarkets and the manufacturers' online shop, prioritising our sources in that order. Where a product is not available at Boots we look for it on the Tesco website and so on until we find a current price. Prices for infant formula and follow-on formula may vary between retailers and follow-on formula may be sold at promotional prices for short periods of time, but the prices given in tables 1 to 4 represent typical prices at the time the calculations were made. In order to support healthcare professionals who are helping families struggling to afford infant formula to assess price differences between comparable products and make choices between product types and brands, we have included some additional tables; tables 7 and 8 look more closely at price differences for infant formula and follow-on formula between retailers and table 9 shows promotional offers on follow-on formula available at the time of data collection.

Our calculation of the cost per 100ml of each formula milk is based on the volume of formula that would be achieved by reconstituting the whole can of powder based on the manufacturers' given scoop weight and the standard of 1 scoop to 30ml of water, and recalculating to the cost of powder that would then be present in 100ml of made-up formula. In tables 2 to 6 our costs are presented in the order of the most to the least expensive product per 100ml in each category based on the cost per 100ml of RTF or per 100ml of reconstituted powdered infant formula.

Where we have calculated costs per day or per week, our calculations are 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 and 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.

2.0 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. Therefore, using any of these milks is likely to lead to considerable waste in the first week of life as infants require small, regular feeds.

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, requiring 8 bottles. This is an extremely expensive way of buying infant formula: using Aptamil Advanced starter pack bottles would cost a family £98 a week based on 8 bottles a day, using Aptamil would cost £79.31 a week, SMA Pro starter pack bottles would cost £74.69 a week, using Hipp Organic Combiotic First Infant Milk starter pack bottles would cost £74.20 a week, and, using Kendamil Classic starter pack bottles would cost £74.20 a week and using Cow & Gate 1 First Infant Milk starter packs would cost £70 a week.

Parents wishing to use starter packs of infant formula should note that the cost of a particular starter pack of infant formula relative to other brands will not necessarily be reflected in the cost of longer-term use of the brand-equivalent powdered infant formula. This is because manufacturers may produce starter packs at a comparable price to others on the market as a means of encouraging brand loyalty and then charge a premium for the equivalent powdered infant formula relative to other brands.

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 Advanced 1 First Infant Milk	6 x 70ml starter pack	£10.50	Boots	£2.50	£14.00
Aptamil 1 First Infant Milk	6 x 70ml starter pack	£8.50	Boots	£2.02	£11.33
SMA First Infant Milk	6 x 70ml starter pack	£8.00	Boots	£1.90	£10.67
Kendamil Classic First Infant Milk	6 x 70ml starter pack	£7.95	Boots	£1.89	£10.60
Cow & Gate 1 First Infant Milk	6 x 70ml starter pack	£7.50	Boots	£1.79	£10.00
Hipp Organic Combiotic First Infant Milk	6 x 90ml starter pack	£7.95	Boots	£1.47	£10.60

3.0 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 (non-sterile) 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: ready-to-feed formulations (RTF)

Milk name	Volume (ml)	Cost	Where costed	Cost per 100ml	Cost per day (920ml/day)	Cost per week (6440ml/week)
Aptamil Advanced 1 First Infant Milk	200	£1.60	Boots	£0.80	£7.36	£51.52
Aptamil 1 First Infant Milk	200	£1.30	Boots	£0.65	£5.98	£41.86
Hipp Organic Combiotic First Infant Milk	200	£1.30	Boots	£0.65	£5.98	£41.86
SMA Pro First Infant Milk	200	£1.00	Boots	£0.50	£4.60	£32.20
Cow & Gate First Infant Milk	200	£1.10	Boots	£0.55	£5.06	£35.42
Kendamil Classic First Infant Milk	250	£1.20	Boots	£0.48	£4.42	£30.94
SMA Little Steps First Infant Milk	200	£0.85	Morrisons	£0.43	£3.96	£27.72
Hipp Organic First Infant Milk	470	£2.40	Sainsbury's	£0.51	£4.69	£32.83
Aptamil First Infant Milk 6 x 200ml	1200	£7.25	Boots	£0.60	£5.52	£38.64
Aptamil 1 First Infant Milk	1000	£5.65	Boots	£0.57	£5.24	£36.71
Cow & Gate First Infant Milk 6 x 200ml	1200	£6.25	Boots	£0.52	£4.78	£33.49
SMA Pro First Infant Milk	1200	£5.77	Boots	£0.48	£4.42	£30.91
Cow & Gate First Infant Milk	1000	£4.70	Boots	£0.47	£4.32	£30.27
Kendamil Classic First Infant Milk	1500	£6.90	Boots	£0.46	£4.23	£29.62

4.0 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 (although soya formula is no longer available on the UK market). 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. Public health guidance in the UK is that healthy non breastfed or partially breastfed babies should be given a first infant formula, and they can drink this throughout their first year

(see <https://www.nhs.uk/conditions/baby/breastfeeding-and-bottle-feeding/bottle-feeding/types-of-formula/>).

Information about the composition of all infant milks marketed in the UK can be found on our website www.infantmilkinfo.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.

Aptamil First Infant Milk Tabs are powdered infant formula in tablet form. These pre-measured tablets are the most expensive way to buy standard cows' milk based infant formula at 31p per 100ml³.

There are considerable cost differences between powdered tins of cows' milk-based infant formula. The most expensive is Aptamil Advanced First Infant Milk, which costs 30p per 100ml. Kendamil Organic First Infant Milk at 25p per 100ml is the most expensive organic infant formula and Nannycare Goat First Infant Milk is the most expensive goat's milk-based formula, costing 34p per 100ml. **The cheapest powdered first infant formulas are Aldi's Mamia and Lidl's Lupilu First Infant Milk costing 11p per 100ml, however for more widely available brands, the cheapest powdered infant formula in a standard sized pack is Bonya by Kendamil First Infant Milk at 12p per 100ml and SMA Little Steps First Infant Milk at 13p per 100ml. Cow & Gate First Infant Milk 700g from Lidl, and in a 1200g big pack costs 15p per 100ml.**

The cost of feeding a 2–3-month-old baby over a month (30 days) can therefore vary from £93.90 to £30.30. Considering the brands most available in supermarkets, a family choosing Aptamil Advanced First Infant Milk would spend £82.80 a month compared to £60.60 if using Aptamil First Infant Milk. And those using SMA Advanced First Infant Milk would spend £77.40 a month, compared to £38.70 if SMA Little Steps First Infant Milk was chosen. The cost of feeding a 2–3-month-old baby based on buying big packs of Cow & Gate First Infant Milk is £41.40. If a family has access to an Aldi or Lidl supermarket, they would spend £30.30 on Mamia or Lupilu First Infant Milk.

³ Kendamil Mehadrin First Infant Milk is more expensive (36p per 100ml). It is not included in price comparisons as it is specifically intended for those requiring a Super-Kosher formula during Passover.

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

Milk name	Weight (g)	Cost	Where costed	Cost per 100ml made up milk	Cost per day (920ml/day)	Cost per week (6440ml/week)
NANNyCare First Infant Milk (Goats' milk based)	800	£22.00	Tesco	£0.34	£3.13	£21.90
Kendamil Goat First Infant Milk	800	£20.99	Boots	£0.33	£3.04	£21.25
Aptamil Anti-reflux	800	£19.00	Boots	£0.32	£2.94	£20.61
Aptamil Comfort	800	£19.00	Boots	£0.32	£2.94	£20.61
Aptamil 1 First Milk Tabs	552	£12.80	Boots	£0.31	£2.85	£19.96
Aptamil Lactose Free	400	£9.75	Boots	£0.31	£2.85	£19.96
Aptamil Advanced 1 First Infant Milk	800	£18.00	Boots	£0.30	£2.76	£19.32
SMA Advanced First Infant Milk	800	£17.50	Boots	£0.28	£2.58	£18.03
SMA Lactose Free	400	£8.50	Boots	£0.27	£2.48	£17.39
SMA Comfort	800	£16.00	Boots	£0.26	£2.39	£16.74
Cow & Gate Antireflux	800	£15.25	Tesco	£0.25	£2.30	£16.10
Cow & Gate Comfort	800	£15.25	Boots	£0.25	£2.30	£16.10
Kendamil Organic First Infant Milk	800	£15.00	Boots	£0.25	£2.30	£16.10
SMA Anti-Reflux	800	£16.00	Boots	£0.25	£2.30	£16.10
Hipp Combiotic Anti-reflux	800	£15.50	Boots	£0.24	£2.21	£15.46
Hipp Combiotic Comfort	800	£15.50	Boots	£0.24	£2.21	£15.46
Kendamil Comfort	800	£15.49	Boots	£0.24	£2.21	£15.46
Aptamil 1 First Infant Milk	800	£13.50	Boots	£0.22	£2.02	£14.17
Aptamil Hungry Milk	800	£13.50	Boots	£0.22	£2.02	£14.17
Aptamil 1 First Milk @Lidl	700	£11.19	Lidl	£0.21	£1.93	£13.52
Aptamil First Milk 2 x 600g (Big Pack)	1200	£18.65	Boots	£0.21	£1.93	£13.52
HiPP Organic Combiotic First Infant Milk	800	£13.50	Boots	£0.21	£1.93	£13.52

Milk name	Weight (g)	Cost	Where costed	Cost per 100ml made up milk	Cost per day (920ml/day)	Cost per week (6440ml/week)
SMA Extra Hungry	800	£13.50	Boots	£0.21	£1.93	£13.52
SMA First Infant Milk	800	£13.50	Boots	£0.21	£1.93	£13.52
Kendamil Classic First Infant Milk	800	£12.00	Boots	£0.19	£1.75	£12.24
Cow & Gate 1 First Infant Milk	800	£11.00	Boots	£0.18	£1.66	£11.59
Cow & Gate Infant Milk for hungrier babies	800	£11.00	Boots	£0.18	£1.66	£11.59
SMA Pro First Infant Milk 2 x 600g	1200	£17.00	Morrisons	£0.18	£1.66	£11.59
Cow & Gate 1 First Infant Milk @ Lidl	700	£7.98	Lidl	£0.15	£1.38	£9.66
Cow & Gate 1 First Infant Milk 2x 600g	1200	£13.70	Boots	£0.15	£1.38	£9.66
SMA Little Steps First Infant Milk	800	£8.49	Boots	£0.14	£1.29	£9.02
Kendamil Bonya First Infant Milk	800	£7.50	Boots	£0.12	£1.10	£7.73
Lupilu First Infant Milk	800	£6.99	Lidl	£0.11	£1.01	£7.08
Mamia First Infant Milk (800g)	800	£6.99	ALDI	£0.11	£1.01	£7.08

5.0 Follow-on Formula

Follow-on formulas are marketed for infants from 6 to 12 months of age. There are no health and nutrition benefits to switching from infant formula to follow-on formula and they are not recommended by the NHS, which states that non breastfed and partially breastfed babies can be given first infant formula until 12 months of age.

Table 4 summarises the cost of follow-on formula 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. There are substantial price differences between powdered cows' milk-based follow-on formulas. The most expensive product is Aptamil Follow-on Milk Tabs, at 31p per 100ml. The least expensive are Kendamil's Bonya Follow-on Milk Powder and SMA Little Steps Follow-on Milk Powder, both priced at 14p per 100ml.

Tables 4 and 5 compare the differences in cost per 100ml between reconstituted infant formula and follow-on formula as this more accurately reflects the true feeding cost of the product. RTF, goats' milk and tablet format products remain the most expensive options. Aptamil, Cow & Gate, SMA and Kendami sell multipacks of 200ml RTF follow-on formula, offering savings of 2p to 9p per 100ml compared to buying individual 200ml or 250ml bottles of the same product. However, these multipacks are still significantly more expensive than buying powdered versions of the same formula. SMA multipacks of 200ml RTF follow-on formula are 5p more expensive per 100ml than buying the same product in individual 200ml bottles.

Table 4: Cost of Follow-on milk: ready-to-feed formulations (RTF)

Milk name	Volume (ml)	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)
Aptamil Advanced 2 Follow-on Milk	200	£1.60	Boots	£0.80	£4.80	£33.60
Aptamil 2 Follow on milk	200	£1.30	Boots	£0.65	£3.90	£27.30
Hipp Organic Combiotic Follow on Milk	200	£1.30	Boots	£0.65	£3.90	£27.30
Cow & Gate 2 Follow on Milk	200	£1.10	Boots	£0.55	£3.30	£23.10
Kendamil Classic Follow-on Milk	250	£1.20	Boots	£0.48	£2.88	£20.16
SMA Little Steps Follow-on milk	200	£0.85	Ocado	£0.43	£2.58	£18.06
SMA Pro Follow-on Milk	200	£0.85	Boots	£0.43	£2.58	£18.06
Aptamil Follow on milk 6x200ml	1200	£6.75	Boots	£0.56	£3.36	£23.52
Cow & Gate Follow on milk 6x200ml	1200	£6.25	Boots	£0.52	£3.12	£21.84
SMA Pro Follow-on Milk 6x200ml	1200	£5.77	Boots	£0.48	£2.88	£20.16
Kendamil Classic Follow-on Milk 6x250ml	1500	£6.90	Boots	£0.46	£2.76	£19.32

Table 5: Cost of follow-on milks: powdered formulations (PIF)

Milk name	Weight (g)	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)
NANNYCare Follow-on Milk	800	£22.00	Tesco	£0.34	£3.13	£21.90
Kendamil Goat Follow-on Milk	800	£21.00	Boots	£0.33	£3.04	£21.25
Aptamil advanced 2 Follow-on Milk	800	£18.00	Boots	£0.31	£2.85	£19.96
Aptamil 2 Follow-on Milk Tabs	576	£12.80	Boots	£0.31	£2.85	£19.96
SMA Advanced Follow-on Milk	800	£17.50	Boots	£0.29	£2.67	£18.68
Aptamil 2 Follow-on Milk	800	£13.50	Boots	£0.23	£2.12	£14.81
Aptamil 2 Follow-on Milk @Lidl	700	£11.19	Lidl	£0.22	£2.02	£14.17
Hipp Organic Combiotic Follow on Milk	800	£13.50	Boots	£0.22	£2.02	£14.17
Kendamil Organic Follow-on Milk	900	£15.00	Boots	£0.22	£2.02	£14.17
Aptamil Follow-on Milk 2 x 600g	1200	£18.65	Boots	£0.21	£1.93	£13.52
Cow & Gate 2 Follow-on Milk	800	£11.00	Boots	£0.19	£1.75	£12.24
Cow and gate Follow-on Milk 600g	600	£8.25	Boots	£0.19	£1.75	£12.24
Kendamil Classic Follow-on Milk	800	£12.00	Boots	£0.19	£1.75	£12.24
SMA Pro Follow on Milk	800	£11.00	Boots	£0.18	£1.66	£11.59
Cow & Gate 2 Follow-on Milk @ Lidl	700	£7.98	Lidl	£0.15	£1.38	£9.66
Cow&Gate 2 Follow-on Milk 2 x 600g	1200	£13.70	Boots	£0.15	£1.38	£9.66
SMA Little Steps Follow-on milk	800	£8.49	Boots	£0.14	£1.29	£9.02
Bonya Kendamil Follow-on Milk	800	£8.45	Boots	£0.14	£1.29	£9.02

6.0 How does the cost of infant formula compare to the same brand follow-on formula?

There are some differences in the cost per 100ml of follow-on formula compared to infant formula. Differences in cost per 100ml between infant and follow-on formula that cost the same per can arise as a result of different scoop weights between products; where the scoop size is larger, more formula is used to make up the same volume of feed. Rounding of the cost per 100ml may also amplify differences between infant and follow-on formula costs. Table 6 compares the cost per 100ml of reconstituted infant formula and the same follow-on formula as this more accurately reflects the true cost of the product.

Although first infant and follow-on formulas from the same brand are often sold in the same volume at the same price, follow-on formula can be marginally more expensive per 100ml due to differences in scoop weight. As a result, **switching from first infant formula to follow-on formula does not lead to cost savings. In most cases, the cost per 100ml is the same, and in several instances, it is slightly higher for follow-on formula.**

While UK legislation prohibits promotional pricing of infant formula, it does not restrict promotions on follow-on formula. Temporary promotional offers can occasionally make follow-on formula less expensive than same brand first infant formula. However, these offers are generally short lived and are not therefore a robust basis on which to base feeding decisions for families on a budget. Section 9.0 looks more closely at promotional offers that were valid during the period of data collection for this report. The prices we quote for follow-on formula in tables 4-5 refer to pricing before any promotional offers have been applied.

Table 6. Cost difference between infant formula (IF) and follow-on formula (FoF) based on standard sized packs

Milk name	Weight (g)	Cost	Where costed	Cost per 100ml made up milk
Kendamil Goat First Infant Milk	800	£20.99	Boots	£0.33
Kendamil Goat Follow-on Milk	800	£21.00	Boots	£0.33
Aptamil 1 First Milk Tabs	552	£12.80	Boots	£0.31
Aptamil 2 Follow-on Milk Tabs	576	£12.80	Boots	£0.31
Aptamil Advanced 1 First Infant Milk	800	£18.00	Boots	£0.30
Aptamil advanced 2 Follow-on Milk	800	£18.00	Boots	£0.31
SMA Advanced First Milk	800	£17.50	Boots	£0.28
SMA Advanced Follow-on Milk	800	£17.50	Boots	£0.29
Kendamil Organic First Infant Milk	800	£15.00	Boots	£0.25
Kendamil Organic Follow-on Milk	800	£15.00	Boots	£0.25
Aptamil 1 First Infant Milk	800	£13.50	Boots	£0.22
Aptamil 2 Follow-on Milk	800	£13.50	Boots	£0.23
HiPP Organic Combiotic First Infant Milk	800	£13.50	Boots	£0.21
Hipp Organic Combiotic Follow on Milk	800	£15.00	Boots	£0.24
Kendamil Classic First Infant Milk	800	£12.00	Boots	£0.19
Kendamil Classic Follow-on Milk	800	£12.00	Boots	£0.19
Cow & Gate 1 First Infant Milk	800	£11.00	Boots	£0.18
Cow & Gate 2 Follow-on Milk	800	£11.00	Boots	£0.19
SMA Little Steps First Infant Milk	800	£8.49	Boots	£0.14
SMA Little Steps Follow-on milk	800	£8.49	Boots	£0.14
Kendamil Bonya First Infant Milk	800	£7.50	Boots	£0.12
Bonya Kendamil Follow-on Milk	800	£8.45	Boots	£0.14

7.0 Cost of powdered infant formula across high street and budget retailers

A number of supermarkets appeared to stop stocking Danone (Aptamil and Cow & Gate) and Nestlé (SMA) product lines that were subject to [batch recalls](#) at the beginning of February, meaning some parents and carers had to visit multiple supermarkets to find their usual formula, as many retailers were not stocking the full standard ranges. This was reported by [The Grocer](#), which noted that at the height of the disruption, infant formula out-of-stocks reached 28.4% (98 out of 335 products).

Although product availability has now improved, there can still be substantial price differences for the same brand of infant formula across high street retailers. We have compared the cost of the least expensive brand of first infant formula in each manufacturer's portfolio across both budget retailers and the largest high street retailers. The cheapest options remain Aldi's Mamia 800g and Lidl's Lupilu 800g, both priced at 11p per 100ml. Among the next most affordable products is Bonya by Kendamil 2 x 400g, £6.99 from Savers (11p per 100ml), £7.50 from Boots, Morrisons and Ocado (12p/100ml), £8.45 from Tesco and Sainsbury's (14p per 100ml) and SMA Little Steps 800g, £7.95 from Tesco and Ocado (13p/100ml), £8.40 from Asda and Morrisons (14p per 100ml).

Retailers offering the lowest prices change over time, so parents need to compare different supermarkets to find the best deals. However, comparing prices for the same product across different supermarkets can be challenging. While prices may appear competitive, differences are sometimes as small as 1p per unit.

Table 7: Cost of the 6 least expensive brands of PIFs from each manufacturer, Aldi's Mamia, and Lidl's Lupilu across high street and budget retailers

Milk name	Pack weight (g)	Cost	Where costed	Cost per 100ml made up milk	Cost per day (920ml/day)	Cost per week (6440ml/week)
Aptamil 1 First Infant Milk	1200	£18.63	Asda	£0.21	£1.93	£13.52
		£18.65	Boots, Tesco, Asda, Morrisons, Ocado	£0.21	£1.93	£13.52
	800	£12.50	Iceland	£0.21	£1.93	£13.52
		£12.78	Asda	£0.21	£1.93	£13.52
		£13.50	Boots, Tesco, Sainsbury's, Morrisons, Ocado	£0.22	£2.02	£14.17
	700	£14.00	Coop	£0.23	£2.12	£14.81
		£11.19	Lidl	£0.21	£1.93	£13.52
Cow & Gate 1 First Infant Milk	1200	£13.34	Asda	£0.15	£1.38	£9.66
		£13.70	Boots, Tesco, Morrisons, Ocado	£0.15	£1.38	£9.66
	800	£10.50	Iceland	£0.17	£1.56	£10.95
		£10.73	Asda	£0.18	£1.66	£11.59
		£11.00	Boots, Tesco, Morrisons, Ocado	£0.18	£1.66	£11.59
	700	£11.25	Coop	£0.19	£1.75	£12.24
		£7.98	Lidl	£0.15	£1.38	£9.66
HiPP Organic Combiotic First Infant Milk	800	£13.48	Asda	£0.21	£1.93	£13.52
		£13.50	Boots, Sainsbury's, Morrisons, Ocado	£0.21	£1.93	£13.52
		£13.65	Tesco	£0.21	£1.93	£13.52

Milk name	Pack weight (g)	Cost	Where costed	Cost per 100ml made up milk	Cost per day (920ml/day)	Cost per week (6440ml/week)
Kendamil Classic First Infant Milk	800	£10.50	Iceland	£0.16	£1.47	£10.30
		£11.98	Asda	£0.19	£1.75	£12.24
		£11.99	Superdrug, Savers, Boots,	£0.19	£1.75	£12.24
		£12.00	Sainsburys, Morrisons, Ocado	£0.19	£1.75	£12.24
		£12.15	Tesco	£0.19	£1.75	£12.24
Kendamil Bonya First Infant Milk	800	£6.99	Savers	£0.11	£1.01	£7.08
		£7.50	Boots, Morrisons, Ocado	£0.12	£1.10	£7.73
		£8.45	Tesco, Sainsburys	£0.14	£1.29	£9.02
SMA Little Steps First Infant Milk	800	£7.95	Tesco, Ocado	£0.13	£1.20	£8.37
		£8.40	Asda, Morrisons	£0.14	£1.29	£9.02
		£8.49	Boots	£0.14	£1.29	£9.02
Mamia First Infant Milk	800	£6.99	Aldi	£0.11	£1.01	£7.08
Lupilu First Infant Milk	800	£6.99	Lidl	£0.11	£1.01	£7.08

8.0 Cost of powdered follow-on formula across high street and online retailers

A number of supermarkets appeared to stop stocking Danone (Aptamil and Cow & Gate) and Nestlé (SMA) product lines that were subject to [batch recalls](#) at the beginning of February, meaning some parents and carers had to visit multiple supermarkets to find their usual formula, as many retailers were not stocking the full standard ranges.

Although product availability has now improved, there can still be substantial price differences for the same brand of infant formula across high street retailers. We have compared the cost of the least expensive brand of follow-on formula in each manufacturer's portfolio across both budget retailers and the largest high street retailers. The lowest-priced standard sized (800g) tins of follow-on formula are Kendamil Bonyla follow-on milk from Asda at £7.48 (12p per 100ml), £8.39 (13p per 100ml) from Savers, and £8.49 (14p per 100ml) from Boots, Tesco, Sainsbury's, Morrisons and Ocado, and SMA Little Steps Follow-on Milk, £8.25 (13p per 100ml) from Iceland, £8.43 (14p per 100ml) from Asda, and £8.49 (14p per 100ml) from Boots, Sainsbury's and Morrisons. Cow and Gate £11.99 (14p per 100ml) from Savers, £13.34 (15p per 100ml) from Asda, and £13.70 (15p per 100ml) from Boots, Tesco, Sainsbury's, Morrisons and Ocado.

Retailers offering the lowest prices change over time, so parents need to compare different supermarkets to find the best deals. However, comparing prices for the same product across different supermarkets can be challenging. While prices may appear competitive, differences are sometimes as small as 1p per unit.

Table 8: Cost of the 6 least expensive brands of powdered follow-on formula from each manufacturer, and Lidl's Lupilu across high street and budget retailers

Milk name	Pack weight (g)	Cost	Where costed	Cost per 100ml made up milk	Cost per day (600ml/day)	Cost per week (4200ml/week)
Aptamil 2 Follow-on Milk	1200	£18.65	Asda	£0.21	£1.26	£8.82
	800	£12.50	Iceland	£0.22	£1.32	£9.24
		£12.80	Tesco, Ocado	£0.22	£1.32	£9.24
		£13.50	Boots, Morrisons	£0.23	£1.38	£9.66
		£14.00	Coop	£0.24	£1.44	£10.08
	700	£11.19	Lidl	£0.22	£1.32	£9.24
Cow & Gate 2 Follow on Milk	1200	£11.99	Savers	£0.14	£0.84	£5.88
		£13.34	Asda	£0.15	£0.90	£6.30
		£13.70	Boots, Tesco, Sainsbury's, Morrisons, Ocado	£0.15	£0.90	£6.30
	800	£10.50	Iceland	£0.18	£1.08	£7.56
		£10.73	Asda	£0.19	£1.14	£7.98
		£11.00	Boots, Tesco, Sainsbury's, Morrisons, Ocado	£0.19	£1.14	£7.98
		£11.25	Coop	£0.19	£1.14	£7.98
		700	£7.98	Lidl	£0.15	£0.90
	£8.89		Savers	£0.17	£1.02	£7.14
	Kendamil Classic Follow-on Milk	800	£10.50	Iceland	£0.16	£0.96
£11.98			Asda	£0.19	£1.14	£7.98
£11.99			Savers	£0.19	£1.14	£7.98
£12.00			Boots, Tesco, Sainsbury's, Morrisons, Ocado	£0.19	£1.14	£7.98

Milk name	Pack weight (g)	Cost	Where costed	Cost per 100ml made up milk	Cost per day (600ml/day)	Cost per week (4200ml/week)
Hipp Organic Combiotic Follow on Milk	800	£13.48	Asda	£0.22	£1.32	£9.24
		£13.50	Boots, Tesco, Sainsbury's, Morrisons, Ocado	£0.22	£1.32	£9.24
Bonya Kendamil Follow-on Milk	800	£7.48	Asda	£0.12	£0.72	£5.04
		£8.39	Savers	£0.13	£0.78	£5.46
		£8.49	Boots, Tesco, Sainsbury's, Morrisons, Ocado	£0.14	£0.84	£5.88
SMA Little Steps Follow-on milk	800	£8.25	Iceland	£0.13	£0.78	£5.46
		£8.43	Asda	£0.14	£0.84	£5.88
		£8.49	Boots, Sainsbury's, Morrisons	£0.14	£0.84	£5.88
		£9.25	Ocado	£0.15	£0.90	£6.30

9.0 Promotional prices on follow-on formula

UK legislation prohibits promotional pricing of infant formula, but not follow-on formula. Promotional offers on follow-on formula occur regularly across retailers and can occasionally make follow-on formula less expensive than the same brand first infant formula. These offers are generally short lived and depend on consumers buying multiple products or being cardholders of the retailer's shopping club. Offers change from week to week and are not therefore a robust basis on which to base feeding decisions for families on a budget. We collected our data on 9th February 2026, during which a range of promotions were available at Tesco, Boots, Morrisons and Ocado. The largest potential saving on follow-on formula through promotional pricing was for Kendamil Goat Follow-On Milk 800g. At Boots, it was available at 15% off its usual price of £21 per unit when £30 was spent with a Parenting Club membership, representing a saving of £3.00.

Table 9. Promotional pricing available on some follow-on formula milk 9th February 2026

Milk name	Normal price	Promotional offer	Saving	Retailer	Promotional limitations
Aptamil Follow-on formula (FoF) 6x200ml	£7.25	Price reduction	£1.10	Tesco	Clubcard needed
Aptamil FoF 6x200ml	£6.75	Spend and save (save 15 percent when you spend £30 on selected baby and child)	£1.01	Boots	Valid only with Parenting Club membership - online only
Kendamil FoF 800g	£12.00		£1.80	Boots	
Kendamil FoF 250ml x 6	£6.90		£1.04	Boots	
Aptamil Advanced FoF 800g	£18.00		£2.70	Boots	
Aptamil Advanced FoF 200ml	£1.60		£0.24	Boots	
Kendamil Organic FoF 800g	£15.00		£2.25	Boots	
SMA FoF 800g	£11.00		£1.65	Boots	
Kendamil goat 2 800g	£21.00		£3.15	Boots	
Hipp FoF Organic 200ml	£1.30		£0.20	Boots	
SMA FoF 6x200ml	£5.77		£0.87	Boots	
Cow and Gate FoF 6x200ml	£6.25		£0.94	Boots	
Little Steps FoF 800g	£8.49		£1.27	Boots	
SMA FoF 200ml	£0.85		£0.13	Boots	
Cow and Gate FoF 200ml	£1.10		£0.17	Boots	
Cow and Gate FoF 800g	£11.00		£1.65	Boots	
Aptamil FoF RTF 200ml	£1.30		£0.20	Boots	
Cow and Gate FoF 2x600g	£13.70		£2.06	Boots	
Aptamil FoF 2x600g	£18.65		£2.80	Boots	
SMA Advanced FoF 800g	£17.50	£2.63	Boots		
Aptamil FoF 800g	£13.50	£2.03	Boots		
Aptamil FoF tabs 576g	£12.80	£1.92	Boots		
Cow and Gate FoF 200ml	£1	Price reduction	£0.85	Morrisons	None
Hipp Organic FoF 8x200ml	£10.40	Price reduction	£1.20	Ocado	None
SMA Little Steps FoF 200ml	£0.85	Multibuy (4 for £3)	£0.40	Ocado	None
Cow and Gate G RTF 6X200ml	£6.25	Multibuy (2 for £10)	£2.50	Ocado	None
Aptamil G RTF 6x200ml	£7.25	Multibuy (2 for £11.50)	£3.00	Ocado	None

Appendix 1 Supporting infographics⁴

WORKING WITH YOUNG FAMILIES WHO ARE LOOKING TO CUT COSTS?

- Using formula? There is no 'best infant formula' so you don't need to buy an expensive product.
- Only use formula marketed as 'Foods for Special Medical Purposes' / specialised milks on the advice of a health care professional.
- Your baby doesn't need snacks, especially ones from packets. Between 6 and 12 months stick to your baby's usual milk between meals.
- From 1 year +, formulas marketed as 'growing-up' milks/toddler milks are unnecessary and cows' milk is a cheaper and better choice.
- If eligible, Healthy Start/Best Start vitamins can help ensure adequate intakes of at risk vitamins.
- For ideas on how to eat well on a budget see First Steps Nutrition Trust resources.

FIRST STEPS NUTRITION TRUST

Formula choice and preparation

Information for formula-feeding families

No powdered infant formula is sterile
Follow the NHS instructions for making up formula which, critically, includes using water at a temperature of no less than 70°C to kill any potential bacteria which may be present.

All infant formula brands are interchangeable regardless of price differences
For healthy, non-breastfed/partially breastfed babies between birth and 12 months of age, any infant formula is suitable because the law requires that they all comply with the same nutrition composition standards. Choose one based on cows' or goats' milk, avoiding 'hungry baby', anti-reflux and lactose-free.

Follow-on formula marketed for use from 6-12 months could be harmful for babies under 6 months old
It is also unnecessary for a baby from 6-12 months of age where infant formula is available.

Only use a specialised milk on the advice of a health care professional
Formula marketed as a 'Food for Special Medical Purposes' may cause harm and/or lack evidence for effectiveness.

'Growing up' or toddler milks should not be given to infants under 12 months of age as they could be harmful for them
These products are not subject to any laws with respect to their composition, marketing or labelling and may contain a lot of sugar as well as being more expensive than cows' milk.

FIRST STEPS NUTRITION TRUST

LOWEST COST INFANT FORMULA

DID YOU KNOW?
All infant formulas will meet your baby's nutritional needs, regardless of brand or price. Extra or special ingredients make no difference to product quality. By law, all infant formula sold in the UK must meet the same standards which cannot be exceeded. This means that they are all equally suitable for your baby's growth and development, although they do not have the same health benefits as breastfeeding.

FIVE LOWEST COST FIRST INFANT FORMULA PRODUCTS (PER UNIT)*

Mamia First Infant Milk 800g Aldi £6.99	Lupilu First Infant Milk 800g Lidl £6.99	SMA Little Steps First Infant Milk 800g Ocado & Tesco £7.95
Kendamil Bonyla First Infant Milk 800g Boots, Morrisons & Ocado £7.50	Cow & Gate First Infant Milk 700g Lidl £7.98	

*Although, Cow & Gate is a 700g tin compared to the other 4 which are 800g

SIX LOWEST COST FIRST INFANT FORMULA PRODUCTS (PER 100ML MADE UP)*

Mamia First Infant Milk 800g Aldi £6.99 11p	Lupilu First Infant Milk 800g Lidl £6.99 11p	SMA Little Steps First Infant Milk 800g Ocado & Tesco £7.95 13p
Kendamil Bonyla First Infant Milk 800g Boots, Morrisons, Ocado £7.50 12p	Cow and Gate First Infant Milk 2 x 600g Boots, Tesco, Morrisons, Ocado £13.70 15p	Cow & Gate First Infant Milk 700g Lidl £7.98 15p

It is cheapest to buy formula in its powdered format

Powdered follow-on formula does not offer any cost savings when compared with the same brand's infant formula. It provides no additional nutritional benefits over infant formula and is not recommended by the NHS.

FIRST STEPS NUTRITION TRUST

INFANT FORMULA COST ANALYSIS

February 2026

Infant Formula is an expensive, yet essential food item for many.

COST OF ALL BRANDS OF POWDERED, COWS' MILK-BASED FIRST INFANT FORMULA AND THE HEALTHY START ALLOWANCE OCTOBER 2025 TO FEBRUARY 2026

Between March 2021 and April 2023, the unit price of all powdered cows' milk-based first infant formulas on the UK market rose by an average of 22%. While some cheaper products have entered onto the market, popular brands remain expensive, and since October 2025, prices have started rising again. Aptamil First Infant Milk has returned to £13.50 and Cow & Gate has risen to £11 per 800g. With Danone holding a 71% share of the market across the Aptamil and Cow & Gate brands these increases are highly significant.

FORMULA MARKETING INFLUENCES PARENTS TO BUY MORE EXPENSIVE PRODUCTS

The cost difference between the most and least expensive cows' milk-based first infant formula is £11.01 per 800g. The sustained popularity of higher-priced branded products highlights the effectiveness of commercial milk formula marketing.

By law, all infant formulas must comply with the same nutrition composition standards, regardless of brand or price.

SUPERMARKET OWN-BRAND FORMULA: AN EXAMPLE OF ACHIEVABLE COST SAVINGS

Aldi and Lidl 800g versions of their powdered infant milk formula cost £6.99 per 800g. This is £0.51 less per 800g than the least expensive standard-size branded product on the market.

HIGH PRICES DURING THE COST-OF-LIVING CRISIS

The infant formula retail offer remains dominated by expensive products, and prices remain higher now than before the cost-of-living crisis. The average unit price for infant formula in March 2021 was £11.10 compared to £11.96 in February 2026, and the difference between the least and most expensive products has increased from £8.51 to £11.01.

TO ENSURE THAT INFANT FORMULA IS CONSISTENTLY AFFORDABLE FOR ALL WHO NEED IT:

The DHSC should urgently assess the risks, design, and implementation of Government-led price controls while closely monitoring infant formula price changes, building on the proposals outlined in the final CMA market study report published in February 2025.

Efforts to address the affordability of infant formula must be integrated with measures to protect, promote, and support breastfeeding, ensuring that all families can make informed infant feeding choices free from commercial influence and are able to achieve their breastfeeding goals.

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⁴ <https://www.firststepsnutrition.org/infographics/> <https://infantmilkinfo.org/infographics/>