

Iceland Foods slashes price of infant formula to support parents during cost-of-living crisis

Monday, 14 August 2023

Iceland Foods is taking its commitment to 'Doing it Right' to the next level by responding to calls from parents across the UK to take action against the rising cost of infant formula.

Effective today, customers will be able to purchase formula milk at a significantly lower price in Iceland and The Food Warehouse, with prices on Iceland's range of formula milks reduced by over 20%.

The move to reduce prices on infant formula comes as families continue to feel the pinch of the cost-of-living crisis, with household budgets stretched more than ever. Data shows that amongst 18-35 year olds who have a child under one, 86% are concerned about the rising cost of infant formula.

Ensuring that children are well fed remains one of the most emotive topics faced in Britain. Iceland felt compelled to offer a solution based on recent alarming reports of the rise in parents having to cut costs, for example by reducing feeding frequency, ignoring best before dates, or over-diluting powdered infant formula, which all come with worrying health risks [add link to <https://foodfoundation.org.uk/publication/kids-food-guarantee-update-infant-milk-formula-july-2023>]

Scientific and medical research is clear that breast feeding is the best source of nutrients for babies and growing infants, and Iceland strongly supports this. However, it is also clear that the rising price of formula milk is placing unbearable pressure on parents who choose to or have no alternative but to use it. Iceland hopes the new significantly lower price of formula milk in its stores will give real help to these families who are struggling to afford to feed their babies during the cost-of-living crisis.

Richard Walker, Executive Chairman of Iceland Foods, said: "If parents cannot breast feed or choose to use formula for whatever reason, we need to ensure it is accessible for them. More and more parents across the country are living in fear about being able to feed their babies, and they don't feel supermarkets are doing enough to help them. At Iceland we're just not willing to have that on our conscience. Reducing the price on formula is the right thing to do to support our customers."