

A close-up photograph of a woman with long brown hair, wearing a white tank top and blue denim overalls, feeding a baby. The baby is lying back, wearing a light blue long-sleeved shirt with white polka dots, and is drinking from a white baby bottle with blue measurement markings. The woman is looking down at the baby with a gentle expression. The background is a soft, out-of-focus beige fabric.

ConsensysAI

# Powdered Baby Milk: Bridging Gaps Between Western and Asian Markets

Diverse priorities shape how parents perceive growth, taste, and value globally

January 2025



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Get in touch for a quick meeting to uncover how Consensys AI can transform your category strategy.

# Meeting Parental Priorities: Growth, Taste, and Convenience Dominate Powdered Milk Preferences Globally

Globally, powdered baby milk preferences are driven by **growth, taste, and convenience**, alongside **affordability**.

While growth development is the top driver, regional differences emerge—Asian parents emphasize taste and immunity, while US consumers value practicality. Addressing safety concerns in Indonesia and affordability in the US could unlock new opportunities.



How Consensys AI Transforms Research

At **Consensys AI**, we transform millions of reviews into actionable insights, empowering brands to innovate and meet the diverse needs of parents worldwide.

What's your Baby Food strategy? Let's discuss.

## Key Global Insights:



**Growth Development** leads globally (15.3%), emphasizing the universal priority of physical and cognitive growth in product choice.



**Taste of Product** (13.7%) & **Value for Money** (10.9%) are crucial, reflecting the balance parents seek between sensory appeal and affordability.



**Convenience** (8.5%) & **Immunity Benefits** (6.2%) are rising must-haves, appealing to busy parents and health-conscious consumers.

## With clear opportunities in:



**Asia (Vietnam, Indonesia, Thailand):**  
Growth and immunity benefits dominate positive feedback, with added focus on taste and brain development. Indonesia sees heightened safety concerns (e.g., shelf life).



**US:** Convenience is prioritized, especially ease of preparation, but challenges remain with limited appeal for picky eaters and cost dissatisfaction.

# Global Drivers of Powdered Baby Milk: What Matters Most to Parents

Consensys Baby WORLD Database 2025

Parents prioritize **growth-related benefits & taste** when selecting powdered baby milk, ensuring their child's development and satisfaction. Affordability and convenience follow closely, catering to budget-conscious, time-strapped families. Trust is reinforced through transparency and immunity-boosting claims, particularly in uncertain times.



**Growth is Non-Negotiable (15.3%)**

- Growth-related benefits remain the ultimate trust builder, particularly when linked to brain development (6.8%).

**Taste: Winning Over Little Critics (13.7%)**

- Taste drives loyalty, as parents prioritize flavors their children enjoy. Failure to meet expectations can lead to frustration.

**Value for Money: Balancing Budget and Benefits (10.9%)**

- Parents seek perceived quality and a strong return on investment, especially in competitive markets.

**Convenience Reigns Supreme (8.5%)**

- Ease of preparation and versatile use are key for busy households where time is precious.

**Immunity: The Rising Star (6.2%)**

- Products with immunity-boosting ingredients, like vitamins, resonate in uncertain times.

**Transparency Builds Trust (5.7%)**

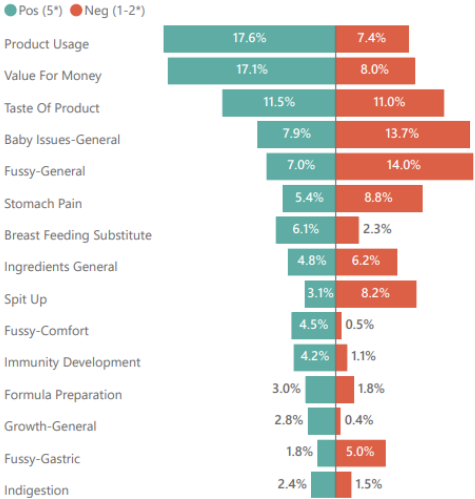
- Parents value clean, clear, and trustworthy labels, scrutinizing for natural and fortified benefits like DHA & ARA.

# ...And zooming in on Granular Drivers

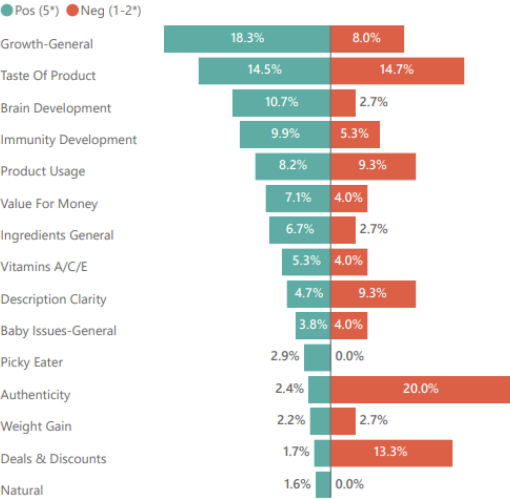
SENTIMENT PROPORTION FOR PRODUCT -RELATED GRANULAR TOPICS IN DIFFERENT MARKETS



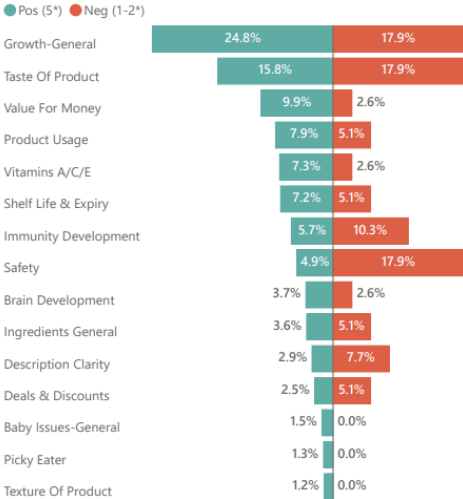
Driver of Positive and Negative Reviews



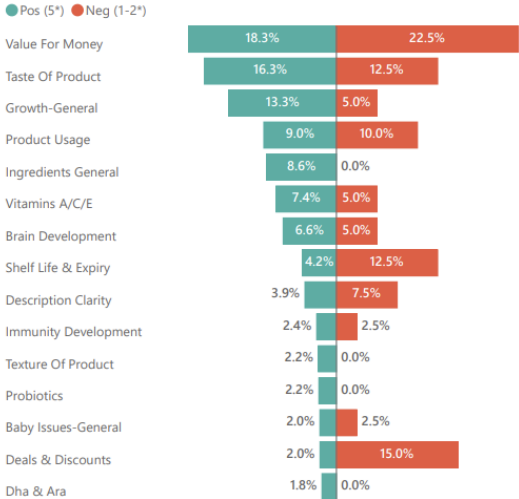
Driver of Positive and Negative Reviews



Driver of Positive and Negative Reviews



Driver of Positive and Negative Reviews



**Growth and Taste Priorities:**

- Growth development dominates in Asia (Vietnam, Indonesia, Thailand), with parents strongly associating powdered baby milk with essential nutrients. In the US, growth is less emphasized, with parents focusing more on practical drivers like ease of use. Taste is a major factor in Asia, while in the US, negative feedback highlights challenges with picky eaters.

**Value Perception and Safety Concerns:**

- In Asia, price sensitivity is evident, with dissatisfaction in Thailand (22.5% negative). Indonesian parents also raise safety and shelf-life concerns. The US sees mixed value reviews, with parents more confident in product safety and quality.

**Convenience and Practicality:**

- US parents prioritize convenience, valuing ease of preparation and versatility. In Asia, nutritional benefits and product effectiveness take precedence over practical use.

# Highlighted Opportunities

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## Growth Development Messaging

**Asia:** Highlight scientifically-proven growth benefits, focusing on Indonesia and Vietnam where growth is a key driver.

**US:** Emphasize convenience and ease of use for busy parents.



## Value Perception

**Thailand & US:** Enhance communication around value, using claims like “more servings per package” or offering bundled deals. Transparently show cost-effectiveness to address price sensitivity.



## Safety and Shelf-Life Assurance

**Indonesia:** Address safety concerns with clear labels, transparent sourcing, and education on expiration dates.

**Asia:** Highlight certifications like ISO and HACCP to boost trust in quality.



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## Targeted Product Innovation

**US:** Launch premium single-use packaging for on-the-go convenience.

**Asia:** Develop multi-functional products combining growth, immunity, and digestive benefits.



## More Insights Await

Discover more valuable insights across categories, segments, brands, and user sentiment. From review trends to consumer perceptions, our analysis helps you uncover opportunities and drive impactful decisions.

**Contact us today** to explore tailored insights that power growth and innovation in your market.



# Decoding Consumer Perspectives via Reviews

Understanding the nuanced language used by parents when describing powdered baby milk provides deeper insights into preferences, concerns, and unmet needs. By analyzing reviews, we explore key themes shaping decision-making:

- **Growth Development:** Explore how parents positively describe growth benefits, such as visible improvements and clinical proof, while identifying unmet expectations related to growth claims.
- **Taste:** Investigate flavor preferences that resonate with children and parents in Asia, and uncover recurring complaints in the US, particularly around picky eaters and limited flavor options.
- **Value for Money:** Analyze dissatisfaction in Thailand and the US, focusing on portion sizes, inefficient packaging, and pricing transparency to address cost concerns.
- **Safety and Usage:** Pinpoint safety concerns in Indonesia, including shelf life and contamination fears, while evaluating US feedback on preparation ease and versatility for practical family use.



# Topic deep-dive - Growth Development

## Key Points

### Point 1: Positive Impact of Nutritional Value

**User feedback:** Parents often highlight the visible growth benefits and nutritional value of these products, with frequent mentions of DHA, essential vitamins, and minerals contributing to healthy development.

→ **Highlighted keywords:** "growth benefits," "essential nutrients," "DHA," "supports development," "trusted brand," "healthy growth."

### Point 2: Growth-Related Claims Drive Brand Trust

**User feedback:** Parents value trusted brands with clear, science-backed claims about growth benefits, particularly those highlighting DHA and immune support.

→ **Highlighted keywords:** "trusted brand," "science-backed," "supports brain development," "boosts immunity," "essential vitamins."

### Point 3: Positive Sentiment for Visible Growth Results

**User feedback:** Many parents highlight visible improvements in their child's physical growth and cognitive milestones, which align with the product's growth claims.

→ **Highlighted keywords:** "visible growth," "stronger," "taller," "active," "improved milestones," "trusted results."

## “ Sample feedback



### Positive Impact of Nutritional Value

*"This formula has been amazing for my baby's growth—full of essential nutrients like DHA and vitamins."*

*"It's great for promoting both weight gain and healthy development. My child looks healthier and more active!"*

*"I love that this milk supports healthy bones and teeth while being rich in essential nutrients."*

*"It's packed with everything my baby needs for their growth, and I trust this brand completely."*

### Growth-Related Claims Drive Brand Trust

*"I trust this brand because they provide everything for healthy growth, including brain development with DHA."*

*"My child has been growing so well with this formula, and I appreciate the clear, reliable claims about its benefits."*

*"I love that it helps with brain development and boosts immunity—it's so reassuring to see real progress."*

### Positive Sentiment for Visible Growth Results

*"I've noticed visible improvements in my baby's growth and strength since switching to this formula."*

*"My child has grown taller and more energetic with this trusted milk brand."*

*"This formula really helps with healthy weight gain and height growth—it's perfect!"*

# Performance Marketing Analysis: Growth Development

## Highlighted keyword groups:



### Positive Keywords (Targeting):

- "Milk with DHA for brain development"
- "Boosts immune system"
- "Rich in essential nutrients"
- "Milk for growth and health"
- "Supports bone health"
- "Calcium-enriched formula"
- "Packed with vitamins and minerals"
- "Nutritious baby milk"
- "Healthy child development"
- "Milk for cognitive growth"



### Negative Keywords (Exclusions/Competitive Targeting):

- "Lacks nutrients"
- "No visible health benefits"
- "Weak formula"
- "Nutritionally insufficient"
- "Not effective for growth"



## Retail Media Enhancements:

- Add "Rich in DHA and vitamins" to product titles.
- Use icons for "Brain Development" and "Immune Support" in visuals.
- Highlight testimonials on the benefits of DHA and Omega-3 in bullet points.

## Ad Copy Recommendations:

- **Headline:** "Boost Growth with Key Nutrients"  
→ **Description:** "Packed with DHA and essential vitamins to support brain and immune health."
- **Headline:** "Comprehensive Nutrition for Your Child"  
→ **Description:** "A formula enriched with nutrients to promote healthy growth and development."
- **Headline:** "The Building Blocks of Growth"  
→ **Description:** "DHA-rich formula designed for optimal brain development and immune support."



## Channel Strategy Recommendations:

- **40% Google Ads:** Targeting "milk with DHA for brain development" and "nutritious baby formula for growth."
- **30% Meta Ads:** Use video ads featuring real families talking about the immune-boosting benefits of the formula.
- **30% TikTok Ads:** Highlight short clips showing happy, healthy kids with "stronger immune systems" and "nutritional milk."



# Topic deep-dive - Taste

## Key Points



**Point 1:**  
*Widely Loved  
Vanilla and  
Honey Flavors*

**User feedback:** Vanilla and honey flavors are highlighted as favorites for children, praised for their natural sweetness and broad appeal, especially for picky eaters. These flavors are often described as delicious and easy to consume.

→ **Highlighted keywords:** "vanilla flavor," "honey flavor," "natural sweetness," "delicious," "picky eaters," "easy to drink."

**Point 2:**  
*Taste as a Key  
Driver for Picky  
Eaters*

**User feedback:** Parents emphasize how good taste helps overcome feeding challenges with picky children. Formulas that balance sweetness with nutritional value are particularly well-received.

→ **Highlighted keywords:** "taste for picky eaters," "balanced sweetness," "nutritious and tasty," "easy for kids to enjoy," "flavor appeal."

**Point 3:**  
*Health and  
Flavor as a Dual  
Selling Point*

**User feedback:** Many parents appreciate that the flavor is not just appealing but also tied to health benefits, such as being low in sugar and rich in nutrients like DHA and Omega 3.

→ **Highlighted keywords:** "healthy and tasty," "low in sugar," "rich in nutrients," "DHA," "Omega 3," "balanced nutrition."



## Sample feedback



### Widely Loved Vanilla and Honey Flavors

*"My baby loves the vanilla flavor—delicious and smooth!"*

*"The honey flavor is a favorite in our household—healthy and tasty!"*

*"Perfect for picky eaters, with its mild and sweet vanilla taste."*

*"Love the natural honey flavor! My kids drink it happily."*

*"Delicious taste! My toddler is obsessed with the vanilla flavor."*

### Taste as a Key Driver for Picky Eaters

*"It's the only milk my picky child will drink—great taste and no complaints!"*

*"Perfect for picky eaters—delicious and nutritious at the same time."*

*"The balanced sweetness makes it enjoyable for my kids without being too sugary."*

*"I've tried several brands, but the taste of this one works wonders for my picky toddler."*

*"Kids love it! It's nutritious and has a flavor they actually enjoy."*

### Health and Flavor as a Dual Selling Point

*"Healthy and delicious! The vanilla flavor makes it easy for my kids to drink."*

*"Tasty and low in sugar—great for my child's growth without the guilt."*

*"Rich in DHA and Omega 3, with a delicious taste my kids love."*

# Performance Marketing Analysis: Taste

## Highlighted keyword groups:

### Positive Keywords (Targeting):

- “Delicious vanilla flavor”
- “Tastes like honey”
- “Kids love the flavor”
- “Natural and authentic taste”
- “Perfect for picky eaters”
- “Smooth and creamy texture”
- “Enjoyable for children”
- “Tasty and nutritious”
- “Yummy flavor for toddlers”

### Negative Keywords (Exclusions/Competitive Targeting):

- “Too artificial”
- “Unpleasant aftertaste”
- “Too sweet for my child”
- “Didn’t like the flavor”



## Retail Media Enhancements:

- Highlight “Natural vanilla flavor kids love” in product titles.
- Add visual cues showing children enjoying the product with captions like “Loved by picky eaters.”
- Feature a badge for “Natural and Delicious Taste.”

## Ad Copy Recommendations:

- **Headline:** “Delicious Flavors Loved by Kids”  
→ **Description:** “Smooth, creamy, and packed with flavor—perfect for even the pickiest eaters.”
- **Headline:** “Natural Vanilla, Every Child’s Favorite”  
→ **Description:** “Authentic vanilla and honey flavors your kids will enjoy in every sip.”
- **Headline:** “Tasty and Nutritious for Growing Kids”  
→ **Description:** “Rich in natural flavors and nutrients to make every meal a delight.”



## Channel Strategy Recommendations:

- **40% Google Ads:** Targeting “delicious flavored milk” and “vanilla milk for kids.”
- **40% Amazon Sponsored Products:** Focus on “smooth and creamy milk” and “natural flavored milk for children.”
- **20% Meta Ads:** Showcase carousel ads with kids enjoying the milk, highlighting flavors like vanilla and honey.

# Topic deep-dive - Value for Money

## Key Points

**Point 1:**  
*Affordable Pricing and Discounts Drive Loyalty*

**User feedback:** Many customers repeatedly emphasize the affordability and competitive pricing, especially during promotions and flash sales. Discounts, vouchers, and free shipping are significant motivators, with parents often buying in bulk to stock up.

→ **Highlighted keywords:** "affordable price," "flash sale," "bulk purchase," "discounts," "vouchers," "free shipping."

**Point 2:**  
*High Value for Quality Products*

**User feedback:** Customers consistently express satisfaction with the quality of the product relative to its price. Many believe they are getting premium products at a great value, which enhances their trust in the brand.

→ **Highlighted keywords:** "worth the price," "great value for quality," "high-quality at an affordable price," "value for money."

**Point 3:**  
*Convenience and Savings Combined*

**User feedback:** Beyond just affordability, customers value the convenience of home delivery, bulk purchase options, and promotions that save both time and money. Many express how these factors make their shopping experience easier and more satisfying.

→ **Highlighted keywords:** "fast delivery," "bulk savings," "convenient packaging," "time-saving," "easy shopping."



## Sample feedback



### Affordable Pricing and Discounts Drive Loyalty

*"Bought it during the sale—it was so cheap! Definitely worth stocking up."*

*"Affordable price and high-quality formula. I always wait for flash sales."*

*"Got it at a discounted price with vouchers and free shipping. Great deal!"*

*"Cheaper than the store and delivered right to my door—perfect for busy parents."*

*"I keep coming back to this shop because the price is unbeatable during sales."*

### High Value for Quality Products

*"The quality is excellent for the price—I will keep supporting this shop."*

*"Great value for a high-quality formula, especially with long shelf life and good packaging."*

*"The milk is of high quality and comes at such a reasonable price. Definitely worth it!"*

*"Excellent product quality for such an affordable cost—our family is happy with this choice."*

*"Great value for the price—fast delivery and good packaging."*

### Convenience and Savings Combined

*"Fast delivery, affordable price, and I don't need to go out—very convenient."*

*"Received the product quickly and at a much cheaper price than local stores. So worth it!"*

*"Convenient for busy parents—bulk discounts and delivery save me so much time."*

# Performance Marketing Analysis: Value for Money

## Highlighted keyword groups:

### Positive Keywords (Targeting):

- "Affordable baby formula"
- "Great value for money"
- "Best value baby milk"
- "Budget-friendly baby formula"
- "Discounted milk powder"
- "Family packs for savings"
- "Economical baby nutrition"
- "High-quality affordable formula"
- "Cost-effective baby milk"
- "Save more on baby essentials"

### Negative Keywords (Exclusions/Competitive Targeting):

- "Overpriced formula"
- "Not worth the money"
- "Expensive milk powder"
- "High cost, low quality"
- "Poor packaging quality"



## Retail Media Enhancements:

- Add "Affordable price" or "Best value" in titles.
- Include "Great savings for families" in bullet points.
- Showcase pricing promotions in visuals with banners like "Save more for your family."

## Ad Copy Recommendations:

- **Headline:** "Affordable Nutrition for Your Family"  
→ **Description:** "High-quality milk at a price that fits your budget. Great savings for growing families."
- **Headline:** "Great Value, Premium Quality"  
→ **Description:** "Top-rated formula with essential nutrients—now at an affordable price."
- **Headline:** "Healthy Growth at a Low Price"  
→ **Description:** "Support your child's development with budget-friendly, high-quality nutrition."



## Channel Strategy Recommendations:

- **40% Meta Ads:** Use carousel ads highlighting "best value baby formula" and promotional bundles.
- **30% Amazon Sponsored Products:** Focus on "discounted baby milk powder" and "affordable formula for families."
- **30% Google Ads:** Targeting "budget-friendly baby milk" and "cheap formula with great quality."



# Topic deep-dive - Safety and Usage

## Key Points

### Point 1: Safe and Reliable for Children

**User feedback:** Parents highly value the safety and reliability of the formula, emphasizing trust in the brand and product. Many reviews highlight features such as being free from harmful ingredients, easy to digest, and gentle on sensitive stomachs. Pediatrician recommendations further reinforce trust.

→ **Highlighted keywords:** "safe for babies," "trusted brand," "gentle on the stomach," "no harmful ingredients," "recommended by pediatricians."

### Point 2: Ease of Preparation and Usage

**User feedback:** Convenience is a recurring theme, with many parents praising how easy it is to prepare and serve the formula. Features like practical packaging, easy-to-mix formulas, and portability are key highlights.

→ **Highlighted keywords:** "easy to prepare," "convenient packaging," "ready-to-drink," "practical for on-the-go."

### Point 3: Practical Features and Long Shelf Life

**User feedback:** Long shelf life and practical packaging add to the product's appeal, as parents can store it easily and ensure their child's nutrition needs are met over time. These features make it ideal for stocking up and using regularly.

→ **Highlighted keywords:** "long shelf life," "practical packaging," "easy to store," "durable packaging."



## Sample feedback



### Safe and Reliable for Children

*"Gentle on a child's stomach, promotes happy digestion, and is rich in essential nutrients."*

*"No harmful ingredients, safe for babies, and recommended by pediatricians."*

*"A trusted brand for infant nutrition, promotes healthy development, and is safe and reliable."*

*"Perfect for toddlers, safe and reliable brand, easy to digest, and promotes healthy growth."*

### Ease of Preparation and Usage

*"Easy to prepare and mix with water, practical packaging for travel."*

*"A convenient powdered formula for quick preparation—perfect for busy parents."*

*"Portable size, convenient packaging, and easy to use while traveling."*

*"Fast and simple to prepare, with excellent packaging for storage and on-the-go."*

### Practical Features and Long Shelf Life

*"Long-lasting supply with practical packaging for storage and travel."*

*"Easy to store and carry, with a long shelf life for stocking up."*

*"Trusted brand with durable packaging and extended shelf life—worth the price."*

*"Convenient refill packs and long expiration dates make it perfect for regular use."*

# Performance Marketing Analysis: Safety and Usage

## Highlighted keyword groups:

### Positive Keywords (Targeting):

- "Trusted baby formula"
- "Safe pediatrician-approved formula"
- "Gentle on baby's stomach"
- "Easy-to-prepare milk"
- "Reliable baby nutrition"
- "For sensitive stomachs""Soft and safe formula"
- "Baby-friendly packaging"
- "Parents' favorite milk powder"
- "Convenient baby milk solution"

### Negative Keywords (Exclusions/Competitive Targeting):

- "Causes gas or discomfort"
- "Hard to prepare"
- "Unsafe for babies"
- "Clumpy powder"
- "Not recommended by pediatricians"



## Retail Media Enhancements:

- Add "Pediatrician-recommended" to product titles.
- Emphasize safety and ease of use in bullet points.
- Show visual icons for "Safe for newborns" and "Trusted by parents."

## Ad Copy Recommendations:

- **Headline:** "Pediatrician-Recommended and Safe"  
→ **Description:** "Trusted formula designed for gentle digestion and sensitive stomachs."
- **Headline:** "Convenience Meets Care"  
→ **Description:** "Easy-to-prepare and safely packaged for every busy parent's peace of mind."
- **Headline:** "A Safe Choice for Growing Babies"  
→ **Description:** "High-quality formula that's gentle, safe, and trusted by parents worldwide."



## Channel Strategy Recommendations:

- **50% Amazon Sponsored Products:** Focus on "trusted baby formula for sensitive stomachs" and "safe pediatrician-approved formula."
- **30% Google Ads:** Targeting "easy-to-prepare baby milk" and "gentle formula for newborns."
- **20% Meta Ads:** Run carousel ads featuring parent testimonials and keywords like "safe for babies" and "easy on stomachs."

# Topic deep-dive - Breaking down user perspective

Based on the consumer feedback, several key areas are consistently mentioned in their reviews of Powdered Baby Formula products. These themes should influence product communication to resonate better with consumer needs:

## Key Themes from Consumer Insights:

- **Taste:** The product’s delicious flavors, especially vanilla and honey, are widely praised, making it enjoyable for children, including picky eaters. Its natural taste and absence of artificial additives enhance its appeal.
- **Value for Money:** Consumers appreciate the affordability, especially during promotions, often describing the product as high-quality and worth the cost compared to alternatives.
- **Safety and Usage:** Parents trust the product for its safe, pediatrician-recommended formula, gentle on sensitive stomachs. Easy preparation and practical packaging make it ideal for busy families.
- **Nutritional Benefits:** The formula’s rich nutrients, like DHA and Omega 3, support brain development, immune health, and overall growth, making it a trusted choice for comprehensive child nutrition.



## Opportunities for Improved Messaging Based on Consumer Language

**Highlight Flavor Appeal:** Position the product as having “delicious natural flavors” that children love, focusing on key flavors like vanilla and honey to appeal to picky eaters.

**Promote Value Bundles:** Emphasize cost savings with bundles and promotional offers, using phrases like “affordable quality for growing families” and “great value for everyday nutrition.”

**Reinforce Safety Messaging:** Leverage consumer trust by emphasizing phrases like “pediatrician-recommended,” “gentle on sensitive stomachs,” and “free from harmful ingredients.”

**Focus on Convenience:** Market the product as “easy to prepare and serve” with practical packaging that’s “perfect for on-the-go parents.” Highlight portability and convenience for everyday use.

**Communicate Nutritional Excellence:** Strengthen messaging around key nutrients by using terms like “supports brain development and healthy growth,” “rich in DHA and Omega 3,” and “trusted formula for complete nutrition.”

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