

Infant formula tablets using Meiji's patented technology

The first ever in Europe, Danone branded formula milk in tablet format launched in the UK

Business partnership with Danone to produce infant formula tablets

Meiji Co., Ltd. (President and Representative Director: Katsunari Matsuda) announces the launch of formula milk in a tablet format under Danone's leading brand "Aptamil" in the UK. This is a specific action following the announcement in May 2020 regarding the business partnership with Danone to manufacture baby formulas in a tablet format for the European market.

1. Product summary

The business partners are introducing Meiji's pre-measured tab format in the UK under Danone's Aptamil brand. For the time being, the products will exclusively be sold by UK's leading health & beauty retailer "Boots".

By partnering with Danone, this will be the first infant formula tablets produced by Meiji's patented production technology to be launched in the European market.

Ahead of the launch, Danone had commissioned usage & attitude research in 2018 among more than 1,300 UK mums. Danone's research highlights that 'convenient for feeding-on-the-go' was the 2nd most important criteria mums cited. Close to a third of those surveyed (31%) also said they looked for 'greater convenience when preparing a formula feed'.

Tablet formula's main features are "no need to measure", "cut down on powder mess", "hygienic", and "easy to carry". It is greatly expected to be an innovative product to support the parents in the UK as well.



2. Starting production of infant formula tablets in Europe

A production line for formula milk in a tablet format has been set up at Danone's formula milk production facility in Wexford, Ireland, and production has started. Through the manufacturing partnership, Meiji is combining its patented tablet production technology with Danone's formula milk recipes to bring this format innovation to the UK market.

3. Further development

Following the successful launch in the UK, Danone plans to begin offering this new format in other countries in Europe as of 2022.

Meiji will accelerate its business expansion in Europe by further developing the market. Meiji aims to have the overseas sales for 10% or more by FY 2026.