

# Nutritional content of baby food

## Ranking by median NPI score then by sugar grams-per-serving

Includes median calories, fat, saturated fat, sodium, fiber, and sugar per serving by brand, variety, sub-category, and packaging type\*

Best

Rank	Company	Brand	Variety	Sub-category	# of products	NPI score		Serving size (g)	Calories (kcal)	Sat fat (g)	Sodium (mg)	Fiber (g)	Sugar (g)	Added sweeteners	
						Median	Range							% of products	
1	Hero AG	Beech-Nut	Stage 2, Organic	Pureed single food group	13	82	74-92	60	35	0	0.0	1.0	6.0	0%	
2	Campbell Soup Company	Plum Organics	Stage 1, Just Veggies/Fruits	Pureed single food group	6	82	78-90	92	53	0	2.5	2.0	6.5	0%	
3	Hero AG	Beech-Nut	Stage 3, Naturals	Textured mixed foods	8	82	74-86	120	75	0	12.5	3.0	8.5	0%	
4	Hero AG	Beech-Nut	Stage 2, Naturals	Pureed single food group	27	80	74-90	60	35	0	0.0	1.0	6.0	0%	
5	Hero AG	Beech-Nut	Stage 1, Naturals	Pureed single food group	8	80	68-88	60	35	0	0.0	2.0	6.5	0%	
6	Campbell Soup Company	Plum Organics	Stage 2, Second Blends	Pureed single food group	8	80	76-86	113	70	0	2.5	3.0	10.0	0%	
7	Hero AG	Beech-Nut	Stage 1, Organic	Pureed single food group	6	80	68-86	60	35	0	0.0	2.0	6.0	0%	
8	Hero AG	Beech-Nut	Stage 2, Veggies/Fruities on-the-go	Pureed single food group	16	80	74-84	99	60	0	5.0	2.0	10.5	0%	
8 (tie)	Campbell Soup Company	Plum Organics	Stage 2, Second Blends	Pureed mixed foods	14	80	74-84	99	60	0	5.0	2.0	4.5	0%	
10	Nurture Inc.	Happy Baby	Stage 2, Clearly Crafted	Pureed single food group	8	80	72-82	113	70	0	10.0	2.0	9.0	0%	
11	Hero AG	Beech-Nut	Stage 1, Classics	Pureed single food group	3	80	78-80	71	60	0	40.0	0.0	0.0	0%	
12	Nurture Inc.	Happy Baby	Stage 1, Starting Solids	Pureed single food group	6	79	72-86	99	65	0	5.0	2.0	9.0	0%	
13	Hero AG	Beech-Nut	Stage 3, Classics	Textured mixed foods	6	79	70-86	170	120	0	15.0	3.0	11.5	0%	
14	Campbell Soup Company	Plum Organics	Stage 2, Grow Well	Pureed mixed foods	4	79	76-82	99	90	0	7.5	2.5	12.0	0%	
15	Nestle S.A.	Gerber	1st Foods, Organic	Pureed single food group	6	79	74-82	90	48	0	7.5	1.0	8.0	0%	
16	Nestle S.A.	Gerber	1st Foods	Pureed single food group	10	79	70-82	71	50	0	5.0	1.0	7.0	0%	
17	Hero AG	Beech-Nut	Stage 3, Organic	Textured mixed foods	8	78	68-90	120	100	0	10.0	2.0	4.5	0%	
18	Hero AG	Beech-Nut	Stage 2, Classics	Pureed single food group	23	78	68-86	113	70	0	5.0	2.0	11.0	0%	
19	Nestle S.A.	Gerber	2nd Foods, Organic	Pureed single food group	20	78	68-82	99	60	0	12.5	1.0	10.0	0%	
20	Campbell Soup Company	Plum Organics	Stage 3, Hello Meals	Textured mixed foods	4	78	76-80	96	60	0	5.0	2.0	1.0	0%	
21	Nurture Inc.	Happy Baby	Stage 2, Clearly Crafted	Pureed mixed foods	2	78	78-78	113	90	0	10.0	2.0	12.5	0%	
21 (tie)	Campbell Soup Company	Plum Organics	Stage 3, Meals	Pureed mixed foods	3	78	78-78	113	80	0	150.0	2.0	3.0	0%	
23	Nurture Inc.	Happy Baby	Stage 3, Hearty Meals	Textured mixed foods	6	77	74-80	113	75	0	30.0	1.5	3.0	0%	
24	Nestle S.A.	Gerber	2nd Foods, Organic	Pureed single food group	33	76	68-84	113	70	0	5.0	1.0	12.0	0%	
25	Hero AG	Beech-Nut	Stage 2, Classics	Pureed mixed foods	7	76	70-82	113	70	0	25.0	1.0	6.0	0%	

continued

Nutritional content of baby food cont'd

Rank	Company	Brand	Variety	Sub-category	# of products	NPI score		Serving size (g)	Calories (kcal)	Sat fat (g)	Sodium (mg)	Fiber (g)	Added sweeteners	
						Median	Range						Sugar (g)	% of products
26	Nurture Inc.	Happy Baby	Stage 2, Simple Combos	Pureed single food group	10	76	74-80	113	80	0	10.0	2.0	12.0	0%
27	Campbell Soup Company	Plum Organics	Stage 1, Hello Morning	Pureed mixed foods	2	76	74-78	99	65	0	0.0	2.5	8.0	0%
28	Nestle S.A.	Gerber	2nd Foods	Pureed mixed foods	15	76	70-78	113	80	0	20.0	1.0	9.0	0%
29	Nestle S.A.	Gerber	3rd Foods, Organic	Pureed mixed foods	4	76	66-76	120	80	0	25.0	1.0	15.5	0%
30	Nurture Inc.	Happy Baby	Stage 2, Homestyle Meals	Pureed mixed foods	6	75	70-82	99	70	0	5.0	1.5	7.5	0%
31	Nurture Inc.	Happy Baby	Stage 1, Clearly Crafted	Pureed single food group	2	75	72-78	99	75	0	5.0	1.0	10.5	0%
32	Nestle S.A.	Gerber	3rd Foods, Lil' Bits	Textured mixed foods	19	74	68-84	142	120	0	50.0	2.0	6.0	0%
33	Hero AG	Beech-Nut	Stage 2, Organic	Pureed mixed foods	3	74	70-80	60	35	0	0.0	1.0	5.0	0%
34	Nestle S.A.	Gerber	2nd Foods, Organic	Pureed mixed foods	8	74	68-78	113	80	0	15.0	1.0	6.0	0%
35	Nestle S.A.	Gerber	2nd Foods, Organic	Pureed single food group	4	73	68-82	113	65	0	7.5	1.5	11.0	0%
36	Nestle S.A.	Gerber	2nd Foods, Organic	Pureed mixed foods	10	73	70-78	99	80	0	5.0	1.0	9.5	0%
37	Nestle S.A.	Gerber	3rd Foods, Organic	Pureed single food group	3	72	70-76	120	80	0	15.0	1.0	15.0	0%
38	Hero AG	Beech-Nut	Stage 2, Naturals	Pureed mixed foods	1	72	72-72	60	35	0	0.0	1.0	5.0	0%
38 (tie)	Nurture Inc.	Happy Baby	Stage 2, Simple Combos	Pureed mixed foods	1	72	72-72	99	70	0	10.0	1.0	10.0	0%
40	Nurture Inc.	Happy Baby	Superfood Munchies	Grain-based snacks	2	68	68-68	7	30	0	10.0	0.0	0.0	0%
41	Nurture Inc.	Happy Baby	Gentle Teethers	Grain-based snacks	2	56	56-56	8	30	0	10.0	0.0	0.9	100%
41 (tie)	Nurture Inc.	Happy Baby	Superfood Puffs	Grain-based snacks	6	56	56-56	7	25	0	0.0	0.0	1.0	0%
41 (tie)	Campbell Soup Company	Plum Organics	Super Puffs	Grain-based snacks	4	56	56-56	7	25	0	0.0	0.0	1.0	100%
44	Nurture Inc.	Happy Baby	Rice Cakes	Grain-based snacks	3	54	54-54	6	25	0	0.0	0.0	1.0	0%
45	Campbell Soup Company	Plum Organics	Little Yums	Grain-based snacks	3	50	50-54	5	20	0	5.0	0.0	0.9	100%
46	Nurture Inc.	Happy Baby	Coconut Creamies	Fruit-based snacks	3	44	40-44	7	30	0	10.0	0.0	4.0	0%
47	Nurture Inc.	Happy Baby	Yummy Yogis	Fruit-based snacks	5	36	34-36	7	30	0	15.0	0.0	4.0	100%

Worst

\*Includes all baby food products from companies with \$100,000 or more in total advertising spending in 2015. Products within varieties are combined by sub-category and packaging type. Source: Rudd Center nutrition analysis (August 2016)

# Nutritional content of toddler food

## Ranking by median NPI score then by sugar grams-per-serving

Includes median calories, fat, saturated fat, sodium, fiber, and sugar per serving by brand, variety, sub-category, and packaging type\*

Best

Rank	Company	Brand	Variety	Sub-category	# of products	NPI score		Serving size (g)	Calories (kcal)	Sat fat (g)	Sodium (mg)	Fiber (g)	Sugar (g)	Added sweeteners	
						Median	Range							% of products	
1	Campbell Soup Company	Plum Organics	Super Smoothie	Pureed mixed foods	2	85	84-86	113	75	0.0	12.5	3.5	7.0	0%	
2	Campbell Soup Company	Plum Organics	Mighty 4	Pureed mixed foods	7	82	80-86	113	80	0.0	25.0	2.0	9.0	0%	
3	Nurture Inc.	Happy Tot	Stage 4, Fiber & Protein	Pureed mixed foods	4	82	82-84	113	70	0.0	2.5	3.0	11.0	0%	
4	Campbell Soup Company	Plum Organics	Mighty 4, Mighty Veggie	Pureed mixed foods	3	82	80-82	113	70	0.0	35.0	3.0	10.0	0%	
5	Nurture Inc.	Happy Tot	Stage 4, Super Foods	Pureed mixed foods	10	80	74-86	120	90	0.0	2.5	3.0	14.0	0%	
6	Nurture Inc.	Happy Tot	Love My Veggies	Pureed single food group	3	80	78-82	120	60	0.0	35.0	2.0	10.0	0%	
7	Campbell Soup Company	Plum Organics	Fruit & Grain Mish Mash	Pureed mixed foods	2	80	80-80	90	70	0.0	0.0	1.5	11.0	0%	
8	Nestle S.A.	Gerber	Veggie Pick-Ups/ Fruit Pick-Ups	Bitesize foods and meals	4	78	76-82	100	40	0.0	22.5	1.0	7.5	0%	
9	Nurture Inc.	Happy Tot	Plus	Pureed mixed foods	3	78	74-80	120	70	0.0	15.0	3.0	11.0	0%	
10	Nestle S.A.	Gerber Graduates	Grabbers	Pureed single food group	13	76	70-80	120	70	0.0	5.0	1.0	14.0	0%	
11	Nurture Inc.	Happy Tot	Super Morning	Pureed mixed foods	2	76	74-78	113	80	0.0	7.5	3.0	10.0	0%	
12	Campbell Soup Company	Plum Organics	Mighty 4, Mighty Mealtime	Bitesize foods and meals	4	76	74-76	152	120	0.5	52.5	3.0	2.5	0%	
13	Nurture Inc.	Happy Tot	Greek Yogurt	Pureed mixed foods	3	74	70-76	120	130	1.0	25.0	2.0	21.0	0%	
14	Nestle S.A.	Gerber	Grabbers	Pureed mixed foods	2	74	74-74	120	85	0.0	15.0	2.0	10.0	0%	
15	Nestle S.A.	Gerber	Lil' Entrees	Bitesize foods and meals	9	72	66-76	152	120	1.5	300.0	2.0	4.0	78%	
16	Nestle S.A.	Gerber Graduates	Grabbers	Pureed mixed foods	5	68	66-76	120	100	0.0	30.0	1.0	16.0	80%	
17	Nestle S.A.	Gerber	Pasta Pick-Ups	Bitesize foods and meals	7	68	66-72	85	80	0.5	170.0	1.0	1.0	100%	
18	Nestle S.A.	Gerber Graduates	Lil' Meals/Lil' Pastas	Bitesize foods and meals	8	68	66-70	170	125	1.3	315.0	1.0	3.0	25%	
19	Nestle S.A.	Gerber Graduates	Pudding Grabbers	Pureed mixed foods	3	68	66-68	99	100	0.5	35.0	0.0	11.0	100%	
20	Nurture Inc.	Happy Tot	Love My Veggies Freeze-Dried	Fruit-based snacks	2	67	56-78	7	28	0.0	10.0	1.0	3.0	0%	
21	Nestle S.A.	Gerber	Yogurt Blends	Pureed mixed foods	2	66	66-66	99	110	0.0	50.0	0.0	12.0	100%	
22	Nurture Inc.	Happy Tot	Fiber & Protein Bars	Grain-based snacks	2	64	60-68	25	90	0.0	2.5	4.0	7.5	100%	
23	Nurture Inc.	Happy Tot	Happy Munchies	Fruit-based snacks	1	62	62-62	7	25	0.0	0.0	1.0	4.0	0%	
23 (tie)	Campbell Soup Company	Plum Organics	Teensy Fruits	Fruit-based snacks	2	62	62-62	10	35	0.0	0.0	1.0	8.0	0%	
25	Nestle S.A.	Gerber	Lil' Beans	Grain-based snacks	2	60	60-60	15	70	0.0	70.0	1.0	0.9	100%	
26	Nestle S.A.	Gerber Graduates	Bitty Bites	Grain-based snacks	2	60	60-60	15	50	0.0	35.0	0.0	2.0	100%	

continued

Nutritional content of toddler foods cont'd

Rank	Company	Brand	Variety	Sub-category	# of products	NPI score		Serving size (g)	Calories	Sat fat (g)	Sodium (mg)	Fiber (g)	Added sweeteners	
						Median	Range						Sugar (g)	% of products
27	Nestle S.A.	Gerber Graduates	Fruit & Veggie Melts	Fruit-based snacks	2	58	58-58	7	25	0.0	15.0	0.0	4.0	0%
28	Campbell Soup Company	Plum Organics	Mighty 4, Bar	Grain-based snacks	3	58	54-58	19	70	0.0	50.0	1.0	5.0	100%
29	Nestle S.A.	Gerber	Puffs, Organic	Grain-based snacks	2	56	56-56	7	25	0.0	0.0	0.0	1.0	100%
29 (tie)	Nestle S.A.	Gerber Graduates	Puffs	Grain-based snacks	8	56	56-56	7	25	0.0	0.0	0.0	1.0	100%
31	Nestle S.A.	Gerber Graduates	Lil' Whoos/Lil' Twists	Grain-based snacks	4	53	48-56	15	60	0.3	97.5	0.9	1.0	50%
32	Nestle S.A.	Gerber Graduates	Cereal Bars	Grain-based snacks	2	50	50-50	19	70	0.0	42.5	0.9	8.0	100%
33	Nestle S.A.	Gerber Graduates	Other snack varieties	Grain-based snacks	4	47	42-52	7	28	0.0	17.5	0.0	1.5	100%
34	Nestle S.A.	Gerber Graduates	Cookies	Grain-based snacks	2	47	46-48	7	28	0.0	15.0	0.0	2.0	100%
35	Nestle S.A.	Gerber Graduates	Lil' Crunchies	Grain-based snacks	6	44	44-54	7	35	0.0	50.0	0.0	0.0	67%
36	Campbell Soup Company	Plum Organics	Mighty 4, Mighty Sticks	Grain-based snacks	2	44	40-48	10	40	0.5	37.5	0.5	2.0	100%
37	Nestle S.A.	Gerber	Yogurt Melts, Organic	Fruit-based snacks	2	34	34-34	7	30	0.0	20.0	0.0	4.0	100%
37 (tie)	Nestle S.A.	Gerber Graduates	Yogurt Melts	Fruit-based snacks	4	34	34-34	7	30	0.0	20.0	0.0	4.0	100%

Worst

\*Includes all toddler food products from companies with \$100,000 or more in total advertising spending in 2015. Products within varieties are combined by sub-category and packaging type. Source: Rudd Center nutrition analysis (August 2016)

# Marketing messages on product packages

## Ranking by average number of total nutrition-related messages per package, then by child development messages\*

Includes the percent of packages for each brand featuring each type of message and the average number of messages on packages with any message

Most



Least

Rank	Company	Brand	Category	Nutrition-related messages										
				Total # of packages	Ingredients		Vitamins and nutrients		Absence		Total nutrition-related messages		Child development messages	
					% of packages with messages	Avg# per package	% of packages with messages	Avg # per package	% of packages with messages	Avg # per package	% of packages with messages	Avg # per package	% of packages with messages	Avg # per package
1	Campbell Soup Company	Plum Organics	Toddler food	10	100%	2.0	100%	3.8	100%	2.4	100%	8.2	60%	1.0
2	Nurture Inc.	Happy Tot	Toddler food	10	100%	2.4	100%	2.9	100%	2.2	100%	7.5	100%	2.0
3	Campbell Soup Company	Plum Organics	Baby food	17	100%	2.2	100%	2.2	100%	3.1	100%	7.5	100%	1.9
4	Nurture Inc.	Happy Baby	Baby food	20	100%	3.0	100%	1.7	100%	2.6	100%	7.3	60%	2.1
5	Nestle S.A.	Gerber	Baby food	43	100%	2.1	58%	1.4	100%	4.1	100%	7.1	23%	1.0
6	Nestle S.A.	Gerber Good Start	Infant formula	5	40%	1.0	100%	5.4	100%	1.0	100%	6.8	100%	2.4
7	Abbott	Similac	Infant formula	4	75%	1.3	100%	4.3	100%	1.3	100%	6.5	100%	4.3
8	Abbott	Pediasure Sidekicks	Nutritional supplement	3	100%	1.0	100%	4.0	100%	1.0	100%	6.0	0%	0.0
9	Nestle S.A.	Gerber Graduates	Toddler food	32	100%	1.7	100%	1.8	97%	2.3	100%	5.8	75%	2.3
10	Abbott	Pediasure	Nutritional supplement	2	100%	1.0	100%	3.5	100%	1.0	100%	5.5	100%	2.5
11	Mead Johnson Nutrition	Enfamil	Infant formula	8	38%	1.0	100%	4.5	25%	1.0	100%	5.1	88%	2.9
12	Nestle S.A.	Gerber Good Start	Toddler milk	1	0%	0.0	100%	4.0	100%	1.0	100%	5.0	100%	2.0
13	Nestle S.A.	Gerber	Toddler food	13	54%	2.0	100%	1.8	92%	1.8	100%	4.6	67%	2.0
14	Nestle S.A.	Nido	Toddler milk	1	0%	0.0	100%	4.0	0%	0.0	100%	4.0	100%	2.0
15	Mead Johnson Nutrition	Enfagrow	Toddler milk	3	67%	1.5	67%	3.5	33%	1.0	100%	3.7	100%	3.0
16	Hero AG	Beech-Nut	Baby food	56	86%	1.2	13%	1.0	71%	1.5	86%	2.5	0%	0.0

\*Includes all baby and toddler food and drink brands from companies with \$100,000 or more in total advertising spending in 2015. Source: Rudd Center on-package marketing analysis (2016)

# Advertising spending

## Ranking by total advertising spending in 2015\*

Includes total spending in all measured media\*\*

Most  
↓  
Least

Rank	Company	Brand	Category	Total advertising spending (\$000)			2015 advertising spending by medium (\$000)				
				2011	2015	Change	TV	TV% of total	Internet	Magazines	FSI coupon
1	Abbott	Pediasure	Nutritional supplement	\$11,219.5	\$20,711.8	85%	\$20,706.3	100%	\$0.0	\$0.0	\$5.4
2	Nestle S.A.	Gerber	Baby food	\$11,864.7	\$15,832.7	33%	\$9,528.4	60%	\$55.0	\$6,020.7	\$228.7
3	Nestle S.A.	Gerber Graduates	Toddler food	\$8,391.0	\$12,959.9	54%	\$7,770.3	60%	\$0.0	\$5,189.6	\$0.0
4	Mead Johnson Nutrition	Enfagrow	Toddler milk	\$6,254.1	\$12,818.5	105%	\$12,792.0	100%	\$1.7	\$0.0	\$24.2
5	Nestle S.A.	Gerber Good Start	Infant formula	\$7,523.3	\$5,575.0	-26%	\$1,468.3	26%	\$6.7	\$4,019.0	\$81.0
6	Nestle S.A.	Nido	Toddler milk	\$3,418.3	\$4,005.2	17%	\$3,992.8	100%	\$12.4	\$0.0	\$0.0
7	Abbott	Similac	Infant formula	\$10,782.3	\$3,356.8	-69%	\$0.0	0%	\$1,007.2	\$2,349.6	\$0.0
8	Mead Johnson Nutrition	Enfamil	Infant formula	\$10,787.1	\$814.5	-92%	\$0.0	0%	\$2.4	\$582.6	\$229.5
9	Campbell Soup Company	Plum Organics	Baby food	\$117.2	\$419.4	258%	\$0.0	0%	\$0.0	\$419.4	\$0.0
10	Hero AG	Beech-Nut	Baby food	\$1,809.3	\$286.0	-84%	\$4.9	2%	\$5.5	\$0.0	\$269.0
11	Mead Johnson Nutrition	Enfagrow	Toddler food	\$539.9	\$132.9	-75%	\$103.0	78%	\$0.0	\$0.0	\$29.5
12	Nurture Inc.	Happy Tot	Toddler food	\$0.0	\$91.8	new	\$0.0	0%	\$91.8	\$0.0	\$0.0
13	Nurture Inc.	Happy Baby	Baby food	\$0.0	\$63.3	new	\$0.0	0%	\$32.7	\$0.0	\$30.6
14	Nurture Inc.	Happy Family	Baby food	\$0.0	\$29.6	new	\$0.0	0%	\$29.6	\$0.0	\$0.0
15	The Hain Celestial Group Inc.	Ella's Kitchen	Baby food	\$169.7	\$4.2	-98%	\$0.0	0%	\$4.2	\$0.0	\$0.0
	Abbott	Pediasure Sidekicks	Nutritional supplement	\$9,874.2	\$0.0	-100%					
	The Hain Celestial Group Inc.	Earth's Best Organic	Baby food	\$773.4	\$0.0	-100%					
	Walmart	Parent's Choice	Infant formula	\$989.9	\$0.0	-100%					

## COMPANY RANKINGS

Most  
↓  
Least

Rank	Company	Total advertising spending (\$000)			2015 advertising spending by medium (\$000)				
		2011	2015	Change	TV	TV% of total	Internet	Magazines	FSI coupon
1	Nestle S.A.	\$31,196.8	\$38,372.8	23%	\$22,759.9	59%	\$74.1	\$15,229.3	\$309.7
2	Abbott	\$31,901.2	\$24,068.7	-25%	\$20,706.3	86%	\$1,007.2	\$2,349.6	\$5.4
3	Mead Johnson Nutrition	\$17,581.1	\$13,765.8	-22%	\$12,895.0	94%	\$4.1	\$582.6	\$283.2
4	Campbell Soup Company	\$117.2	\$419.4	258%	\$0.0	0%	\$0.0	\$419.4	\$0.0
5	Hero AG	\$1,809.3	\$286.0	-84%	\$4.9	2%	\$5.5	\$0.0	\$269.0
6	Nurture Inc.	\$0.0	\$184.7	new	\$0.0	0%	\$154.1	\$0.0	\$30.6
7	The Hain Celestial Group Inc.	\$943.2	\$4.2	-100%	\$0.0	0%	\$4.2	\$0.0	\$0.0
	Walmart	\$989.9	\$0.0	-100%					

\*Includes all brands from companies with \$100,000 or more in total advertising spending in 2011 or 2015.

\*\*Includes spending in 17 different media including television, magazine, internet, radio, newspaper, freestanding insert (FSI) coupons, and outdoor advertising.

Source: Rudd Center analysis of Nielsen data (2016)

# Television advertising exposure for women

## Ranking by ads viewed by women (18-49 years) in 2015

Includes average number of ads viewed by women on national (network, cable, and syndicated) and spot TV

Most  
↓  
Least

Rank	Company	Brand	Category	Average # ads viewed					Change 2011 to 2015	Women:men targeted ratio*
				2011	2012	2013	2014	2015		2015
1	Abbott	Pediasure	Nutritional supplement	14.2	18.6	20.1	29.2	25.0	77%	1.64
2	Nestle S.A.	Gerber	Baby food	7.8	5.4	8.0	21.7	15.1	94%	1.99
3	Nestle S.A.	Gerber Graduates	Toddler food	8.9	4.4	8.7	23.2	13.8	55%	2.02
4	Mead Johnson Nutrition	Enfagrow	Toddler milk	0.1	0.0	7.7	13.2	7.1	new	2.12
5	Nestle S.A.	Gerber Good Start	Infant formula	6.1	8.6	5.4	3.2	1.6	-74%	2.02
6	Mead Johnson Nutrition	Enfagrow	Toddler food	0.0	0.0	0.0	0.0	0.1	new	**
	Hero AG	Beech-Nut	Baby food	0.8	0.0	0.0	5.1	0.0	-100%	**
	Abbott	Pediasure Sidekicks	Nutritional supplement	15.2	19.2	20.5	0.0	0.0	-100%	**
	Mead Johnson Nutrition	Enfamil	Infant formula	4.8	6.3	0.2	0.0	0.0	-100%	**

### COMPANY RANKINGS

Most  
↓  
Least

Rank	Company	Average # ads viewed					Change 2011 to 2015	Women:men targeted ratio*
		2011	2012	2013	2014	2015		2015
1	Nestle S.A.	22.8	18.3	22.2	48.1	30.4	33%	2.00
2	Abbott	29.4	37.8	40.5	29.2	25.0	-15%	1.64
3	Mead Johnson Nutrition	4.9	6.3	7.9	13.2	7.2	46%	2.14
4	Hero AG	0.8	0.0	0.0	5.1	0.0	-100%	**

\*Ads viewed by women compared with men  
 \*\*Not advertised on TV in 2015  
 Source: Rudd Center analysis of Nielsen data (2016)

# Company website exposure

## Ranking by average unique adult visitors (18-49) per month in 2015

Includes websites featuring primarily baby food and/or drink brands\*

Most  
↓  
Least

Rank	Company	Website	Brand	Category	Average unique visitors per month				2015 average for all adult visitors (18-49 years)		
					Men	Women	Total	Women:men targeted ratio	Avg visits-per-month	Avg time spent (min)	Avg pages-per-visit
1	Mead Johnson Nutrition	Enfamil.com	Enfamil Enfagrow	Infant formula Toddler milk	22.4	66.6	89.0	2.9	1.2	2.2	3.6
2	Abbott	Similac.com	Similac	Infant formula, toddler milk	19.1	66.0	85.1	3.4	1.5	2.0	4.8
3	Nestle S.A.	Gerber.com	Gerber Gerber Good Start Gerber Graduates	Baby food Infant formula Toddler food	9.9	45.9	55.9	4.5	1.4	1.3	4.4

\*Includes websites with enough adult visitors (18-49 years) for comScore to measure.  
Source: comScore Media Metrix Key Measures Report (18-49 years for January - December 2015)



# Display advertising on third-party websites

## Ranking by average monthly ads viewed

Includes average number of ads viewed by all viewers

Most



Least

Rank	Company	Brand	Category	Advertised varieties	Average # of monthly ads viewed (000)	Ads viewed per viewer per month
1	Abbott	Similac	Infant formula	Advance; Alimentum; Expert Care; For Spit Up; For Supplementing; Sensitive; Total Comfort	16,947.3	3.6
			Toddler milk	Go & Grow		
2	Nestle S.A.	Gerber	Baby food	Gerber 2nd Foods; 3rd Foods; Cereal; Fruit and Grain Organic Pouches	15,698.7	2.8
		Gerber Graduates	Toddler food	Gerber Graduates Grabbers; Lil' Entrees; Lil' Pastas; Puffs; Yogurt Melts		
		Gerber Good Start	Infant formula	Gerber Good Start Gentle; Soothe; Supplementing		
3	Mead Johnson Nutrition	Enfagrow	Toddler milk	Toddler Next Step	10,100.2	2.8
4	Mead Johnson Nutrition	Enfamil	Infant formula	A+; For Supplementing; Gentlease; Infant; Newborn; Nutramigen; Reguline	6,488.6	3.0*
5	Nurture Inc.	Happy Baby	Baby food	Happy Baby Pouches; Puffs	3,770.9	2.5
		Happy Tot	Toddler food	Happy Tot Pouches		
			Toddler milk	Happy Tot Grow & Shine		
6	Abbott	Pediasure	Nutritional supplement	Grow & Gain; Shakes With Fiber	3,474.2	2.7*
7	Campbell Soup Company	Plum Organics	Baby food	Grow Well Pouches; Little Yums; Super Puffs	1,882.4	2.5
			Toddler food	Mighty 4 Bars; Mighty 4 Pouches; Mighty Sticks; Mashups (for kids)		
8	The Hain Celestial Group Inc.	Earth's Best Organics	Baby food	Jars; Pouches	746.6	3.1
			Infant formula			
9	Hero AG	Beech-Nut	Baby food	Just; Naturals; Organics	731.5	2.5
10	Abbott	Pediasure Sidekicks	Nutritional supplement	Sidekicks; Fruit and Veggie Smoothie Mix	453.2	2.9
11	The Hain Celestial Group Inc.	Ella's Kitchen	Baby food	Pouches	444.4	3.5

## COMPANY RANKINGS

Most



Least

Rank	Company	Average # of monthly ads viewed (000)
1	Abbott	20,874.7
2	Mead Johnson Nutrition	16,588.8
3	Nestle S.A.	15,698.7
4	Nurture Inc.	3,770.9
5	Campbell Soup Company	1,882.4
6	The Hain Celestial Group Inc.	1,191.0
7	Hero AG	731.5

\*Estimated, ads viewed per viewer are not reported separately for these brands.  
Source: comScore Ad Matrix Advertiser report (January - December 2015)

# Social media marketing

## Ranking by Facebook likes in 2016

Includes information for brands on social media platforms and mom blogs in 2016

Most



Least

Rank	Company	Account	Brand	Category	Social media platforms					Mom blog posts*
					Facebook likes	Twitter followers	Instagram followers	Pinterest followers	YouTube views (000)	
1	Nestle S.A.	Gerber	Gerber Gerber Graduates Gerber Good Start	Baby food Toddler food Infant formula	6,450,220	**	133,539	5,846	51,263	424
2	Hero AG	Beech-Nut	Beech-Nut	Baby food	470,993	8,834	6,971	1,848	293	52
3	Mead Johnson Nutrition	Enfamil	Enfamil Enfagrow	Infant formula Toddler milk	363,382	2,858	7,712		2,608	187
4	Nurture Inc.	Happy Family	Happy Baby Happy Tot Happy Tot	Baby food Toddler food Toddler milk	326,208	37,532	22,106	6,553	2,325	75
5	Campbell Soup Company	Plum Organics	Plum Organics	Baby food Toddler food	286,006	179,742	19,534	3,223	2,196	199
6	Abbott	Similac	Similac Go & Grow	Infant formula Toddler milk	147,000	**	**	**	17,459	321
7	Abbott	Pediasure US	Pediasure Pediasure Sidekicks	Nutritional supplement Nutritional supplement	73,386	**	**	**	**	117

\*Combined totals for brands within the same company  
 \*\*No account  
 Source: Social media marketing analysis (August 2016)

# Advertising on Spanish-language TV

## Ranking by advertising spending on Spanish-language TV in 2015

Includes Spanish-language advertising spending and average number of ads viewed on Spanish-language TV by Hispanic women

Most  
↓  
Least

Rank	Company	Brand	Category	Ad spending on Spanish-language TV (\$000)				Spanish-language % of total TV ad spending			Average # of ads viewed by Hispanic women (18-49 years)			
				2011	2013	2015	Change 2011 to 2015	2011	2013	2015	2011	2013	2015	Change 2011 to 2015
1	Mead Johnson Nutrition	Enfagrow	Toddler milk	\$0.0	\$4,156.0	\$6,893.3	New	0%	35%	54%	0.0	7.4	8.7	New
2	Abbott	Pediasure	Nutritional supplement	\$3,019.1	\$3,001.4	\$5,252.7	74%	29%	18%	25%	7.8	9.4	13.8	3%
3	Nestle S.A.	Nido	Toddler milk	\$3,292.3	\$3,061.1	\$3,990.5	21%	96%	100%	100%	7.3	8.1	9.1	25%
	Abbott	Pediasure Sidekicks	Nutritional supplement	\$0.0	\$2,374.1	\$0.0	**	0%	15%	***	0.0	6.6	0.0	**
	Hero AG	Beech-Nut	Baby food	\$0.0	\$973.6	\$0.0	**	0%	100%	0%	0.0	2.7	0.0	**
	Nestle S.A.	Gerber Graduates	Toddler food	\$4.7	\$0.0	\$0.0	-100%	0%	0%	0%	<0.0	0.0	0.0	**

### COMPANY RANKINGS

Most  
↓  
Least

Rank	Company	Ad spending on Spanish-language TV (\$000)				Spanish-language % of total TV ad spending			Average # of ads viewed by Hispanic women (18-49 years)			
		2011	2013	2015	Change 2011 to 2015	2011	2013	2015	2011	2013	2015	Change 2011 to 2015
1	Mead Johnson Nutrition	\$0.0	\$4,156.0	\$6,893.3	New	0%	36%	54%	0.0	7.4	8.7	New
2	Abbott	\$3,019.1	\$5,001.7	\$5,252.7	74%	16%	17%	25%	7.8	16.0	13.8	76%
3	Nestle S.A.	\$3,297.0	\$3,061.1	\$3,990.5	21%	15%	19%	18%	7.3	6.2	9.1	25%
	Hero AG	\$0.0	\$973.6	\$0.0	**	0%	100%	0%	0.0	2.7	0.0	**

\*\* Brand did not advertise on Spanish-language TV in 2011 or 2015

\*\*\*No TV advertising

Source: Rudd Center analysis of Nielsen data (2016)

# Black-targeted television advertising

## Ranking by advertising spending on black-targeted TV networks in 2015\*

Includes advertising spending on black-targeted TV networks and average number of ads viewed by black women on national (network, cable, and syndicated) TV

Most  
↓  
Least

Rank	Company	Brand	Category	Ad spending on black-targeted TV networks (\$000)			% of total TV ad spending		Average # ads viewed by black women (18-49 years)			Black:white targeted ratio**	
				2011	2015	Change	2011	2015	2011	2015	Change	2011	2015
1	Abbott	Pediasure	Nutritional supplement	\$1,579.6	\$899.8	-43%	15%	4%	26.7	39.5	48%	2.04	1.63
2	Nestle S.A.	Gerber	Baby food	\$22.1	\$177.6	703%	0%	2%	11.2	24.9	122%	1.55	1.72
3	Nestle S.A.	Gerber Good Start	Infant formula	\$14.4	\$78.2	441%	0%	5%	9.0	2.7	-70%	1.56	1.77
4	Nestle S.A.	Gerber Graduates	Toddler food	\$18.2	\$14.5	-20%	0%	0%	13.7	22.7	65%	1.66	1.71
5	Mead Johnson Nutrition	Enfagrow	Toddler milk	\$0.0	\$1.9	new	0%	0%	0.0	9.3	new	***	1.31
	Mead Johnson Nutrition	Enfamil	Infant formula	\$442.6	\$0.0	-100%	12%	***	7.9	0.0	-100%	1.65	***
	Abbott	Pediasure Sidekicks	Nutritional supplement	\$1,423.6	\$0.0	-100%	16%	***	27.4	0.0	-100%	1.92	***

### COMPANY RANKINGS

Most  
↓  
Least

Rank	Company	Ad spending on black-targeted TV networks (\$000)			% of total TV ad spending		Average # ads viewed by black women (18-49 years)			Black:white targeted ratio**	
		2011	2015	Change	2011	2015	2011	2015	Change	2011	2015
1	Abbott	\$3,003.2	\$899.8	-43%	8%	4%	54.0	39.5	-27%	1.98	1.63
2	Nestle S.A.	\$54.7	\$270.3	394%	<0%	1%	33.9	50.4	48%	1.60	1.72
3	Mead Johnson Nutrition	\$442.6	\$1.9	-100%	11%	<0%	7.9	9.4	19%	1.65	1.30

\*Black-targeted TV networks include BET, VH1, TV1, and CNTRC

\*\*Ads viewed by black women compared with white women

\*\*\* No TV advertising

Source: Rudd Center analysis of Nielsen data (2016)