The national market of infant formula

El mercado nacional de fórmulas para la alimentación infantil

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Breastfeeding is the optimal alimentary modality for children's growth, health and development; it should be exclusive during the first six months of life and with complementary feeding until 24 months. In Mexico, the prevalence of exclusive breastfeeding among children younger than six months is 31 %, ¹ but there is no information available on the consumption of infant formula or other foods.

In a 2016 study, in 35 commercial establishments in Mexico City, 79 brands of infant formula were found; 57 were imported. Prices per 400-g can fluctuated between 5 and 33.4 dollars. The same year, the volume of national sales was 78 thousand tons, with value of 596 million dollars. This amount would generate 600 million liters of prepared formula, 743 mL

per live birth per day, which would allow feeding only formulas to all those born that year in Mexico. ²

Companies offer “universal” availability of infant formula and build an *episteme* that presents them as equivalent to breastfeeding through speeches of health officials, academics and complex marketing strategies. Ethical discussion on the conflict of interest in infant feeding is imperative.

References

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