

# Growing Up Milk Snapshot (Singapore)



Parents consider a variety of factors when selecting the brands of growing up milk for their children. With so many options available, settling for their preferred brands can be daunting. Supermom Insights snapshot polled with Singaporean mothers with children 1 - 3 years old to see what our mothers got to say when it comes to growing up milk for their kids.

**Voted Top 5  
in Singapore**



Nestle Nan | Enfagrow | Friso | Similac | Aptamil

- Social Media Ads
- Friends / Family Recommendations
- Doctor / Professional Advice
- Parenting Community Groups
- Television Ads

**Top 5  
Discovery  
Channels**

Parents who would like to sign up for samples so that they can try

**87%**

**80%**

*Prioritise trial with child before purchase*

**65%**

*Look out for reviews from other mothers*

**>71%**

*Trust information from dynamic influencers (Doctors, Parenting Groups)*

**>50%**

*Change milk brands because of digestion / allergy concerns*

**41%**

*Try a new brand due to recommendations*

**79%**

*Prefer shopping for milk brands with online stores*

**1 in 2  
Purchase because**

- Child's Preference
- Value for Money
- Recommendations
- Brain Development
- Digestion



# Growing Up Milk Snapshot (Malaysia)



Parents consider a variety of factors when selecting the brands of growing up milk for their children. With so many options available, settling for their preferred brands can be daunting. Supermom Insights snapshot polled 500 Malaysian mothers with children 1 - 3 years old to see what our mothers got to say when it comes to growing up milk for their kids.

 **Voted Top 5 in Malaysia**



Friso | Lactogen | Enfagrow | Similac | S-26

**1 in 2**  
Purchase because

- Child's Preference
- Value for Money
- Recommendations
- Ingredients
- Quality

**86%**

Parents are willing to try new brands and would like samples to try before considering to purchase

**Top 5 Discovery Channels**

- Friends / Family Recommendations
- Doctor / Professional Advice
- Parenting Community Groups
- Social Media Ads
- Television

**64%**

Look out for reviews from other mothers

**>72%**

Trust information from dynamic influencers (Doctors, Parenting Groups)

**>52%**

Change milk brands because of digestion / allergy concerns

**41%**

Try a new brand due to recommendations

**67%**

Mothers will switch milk brands at least once for their child to try



# Growing Up Milk Snapshot (Indonesia)



Parents consider a variety of factors when selecting the brands of growing up milk for their children. With so many options available, settling for their preferred brands can be daunting. Supermom Insights snapshot polled 1,005 Indonesian parents with children 1 - 3 years old to see what our mothers got to say when it comes to growing up milk for their kids.

## Voted Top 5 in Indonesia



SGM | Dancow | Frisian Flag | Bebelac | Enfagrow

**1 in 2**  
Purchase because

- Child's preference
- Recommendations
- Value for Money
- Ingredients
- Quality

**Top 5 Discovery Channels**

- Doctors / Professional Advice
- Friends / Family Recommendations
- Parenting Community Groups
- Television
- Social Media Ads

**82%**  
Prioritise trial with child before purchase

**65%**  
Look out for reviews from other mothers

**>69%**  
Trust information from dynamic influencers (Doctors, Parenting Groups)

Parents are willing to try new formula brands if they can get samples

**84%**

**>47%**  
Change milk brands because of digestion / allergy concerns

**57%**  
Are more likely to purchase milk from e-commerce platforms

