Infant Formula Review Analysis
Competitive Insights

Powered by Yogi

Methodology

Yogi analyzed 660 Amazon reviews for 4 Infant Formulas.



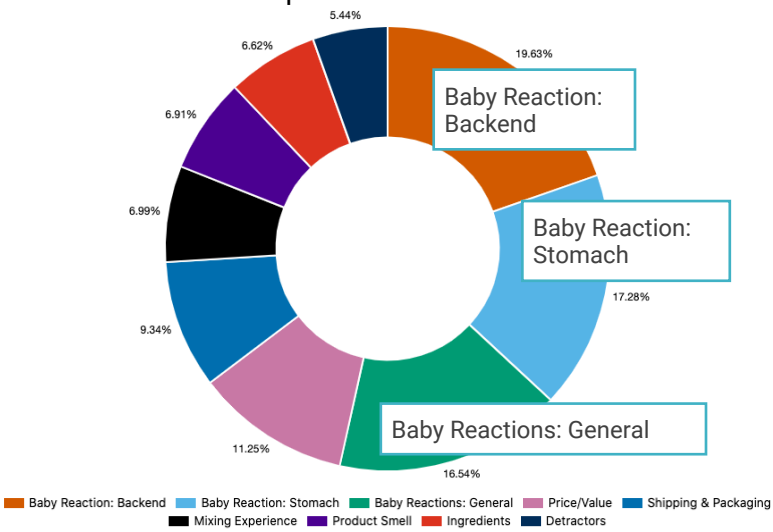






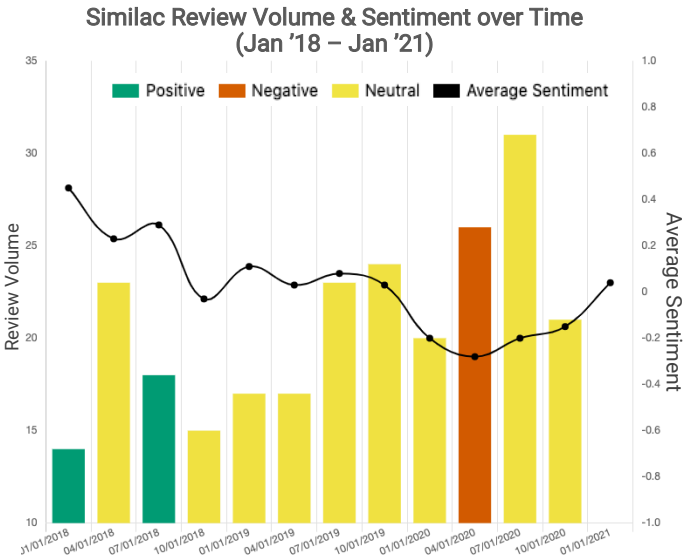
Customer Conversation

Using its advanced NLP algorithms, Yogi automatically detected 10 unique themes



Similac Deep Dive

Customers are plagued by poor quality products when purchasing Similac online



"... my husband and I realize that **this is a counterfeit baby milk** because it has all its paper cover and milk different from the original one... This Similac is different from the original one and please **be careful of what you buy for your babies online there are many counterfeit products out there**...." *07/27/2018*

"...**Not the same as what you buy in the store! Different color, smell, texture** and soooooo Many bubbles!..." *10/17/2020*

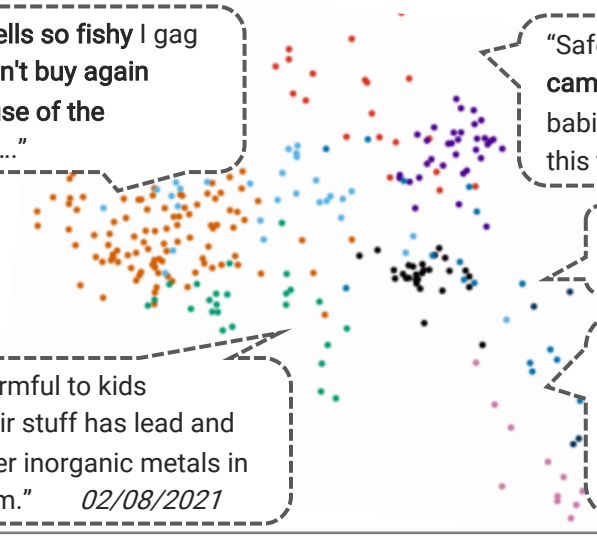
"...**Extremely disappointed** in this product. The **main ingredient is corn syrup**! It's **actually a very cheap chemical**...."

Looking at Similac product quality complaints over time, we see that customers were *consistently* complaining about how the **products they received from Amazon were different than what they found in stores**, with volume of this topic peaking in the summer of 2020. As the pandemic accelerated consumer adoption of eCommerce, this issue could affect the Similac brand in the long term. Another significant driver of negative sentiment about Similac was their **usage of corn syrup as its first ingredient**.

Happy Family Deep Dive

Negative Sentiment Reviews

Yogi Network Graph filtered to display only datapoints with Negative Sentiment of Happy Family



"...**smells so fishy** I gag .... **Won't buy again because of the smell**...."

"Safer to stay away from Happy Baby...since **the report came out** that they knowingly sold products to feed babies with **toxic metals** I no longer feel safe feeding this to my baby..." *02/11/2021*

"There is **palm oil**, which very **dangerous for immunine system**. Don't buy."

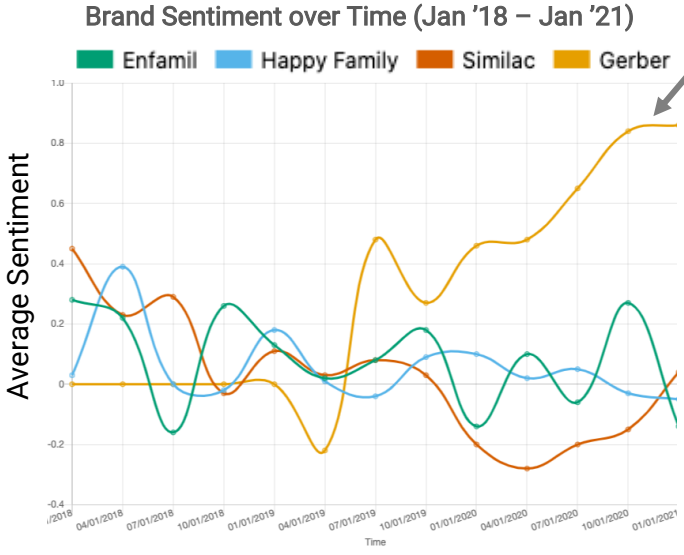
"My complaint is that this formula gets **so many air bubbles** .... I thought maybe to stir it instead but **it even says on the container to shake**. It's the only formula my baby has ever **projectile spit up** I'm assuming **from all the air in it**"

"Harmful to kids Their stuff has lead and other inorganic metals in them." *02/08/2021*

Amongst the negative sentiment about Happy Family, there were three dominant themes:

1. **Toxic Materials in Ingredients**: On February 5, 2021, a congressional report found levels of lead and other toxic metals in many popular baby food brands, including Happy Family. This damaged the brand's reputation and caused some customers to permanently change brands - two customers *explicitly* called this out in reviews only a few days later. Parents also believe palm oil in this product cause their babies constipation and may be dangerous for their immune system.
2. **Unpleasant Smell & Taste**: Parents complain about the fishy smell and metallic taste of the product. Though parents realize these may be due to ingredients such as DHA and iron, some indicate that they would not purchase this product due to the strong and unpleasant scent.
3. **Foamy Formula**: Parents are concerned about the how foamy the formula appears when mixed with water and believe that their babies have digestive/ stomach problems due to the air bubbles.

Gerber Deep Dive



We see significant **improvement in Gerber sentiment starting in Q3 2019**. Due to it being **more gentle on babies' stomachs**, parents are **switching from other formula brands** or are **more comfortable supplementing their breastfeeding** with Gerber Good Start.

"... my husband and I liked that **this formula was marketed for breastfed babies and kept the poppies soft**. ...she is actually **LESS gassy and fussy** with the formula supplemented in. ...It's a scary thing to add in or **switch to formula... this formula rocks**!..."

"... A formula that is **so easy on my babes stomach**. I have **tried similac sensitive, Enfamil gentlease** ...but everything has made my **babes stomach very upset** :(...I have to supplement a few times a day with formula and this is the **only stuff that gives me a happy...baby**..."



Want to see the full analysis?

This is just a preview of the insights Yogi can generate. Want to see more? Reach out for a demo today.

Yogi is a cloud-based software company headquartered in New York. It provides feedback analytics solutions and business intelligence dashboards to customer-focused businesses.