

TODDLER MILKS: Widely Marketed Sugary Drinks with No Proven Benefits

Toddler Milks are NOT Recommended by Experts

Toddler milks are products typically produced by infant formula companies and marketed for children (12–36 months) as the next step after infant formula. However, experts recommend **against** providing these drinks to toddlers. They consist primarily of powdered milk, added sugar (corn syrup solids or other sweeteners), and vegetable oil. The 2020-2025 Dietary Guidelines for Americans recommends children younger than age 2 consume no added sugars. In recent years, formula manufacturers have stepped up their advertising of toddler milks and sales are increasing rapidly.



Nutrition Facts

About 24 servings per container
Serving size 3 scoops (28g)
Makes approx. 7 fl oz (200 mL)

Amount per serving
Calories 130

% Daily Value*

Total Fat 5g 13%

Saturated Fat 1g 10%

Trans Fat 0g

Cholesterol Less than 5mg 2%

Sodium 50mg 3%

Total Carbohydrate 17g 11%

Dietary Fiber 0g 0%

Total Sugars 16g

Includes 15g Added Sugars 60%

Protein 4g 31%

Vit D 2.5mcg 15% • Calcium 280mg 40%

Vit A 150mcg 50% • Phosphorus 240mg 50%

Iron 3mg 40% • Potas 340mg 10%

Vit C 10mg 60% • Vit E 1.68mg 25%

Thiamin 0.1mg 20% • Riboflavin 0.4mg 80%

Niacin 0.9mg 15% • Vit B₆ 0.2mg 40%

Folate 67mcg DFE 25% • Vit B₁₂ 0.3mcg 35%
(40mcg folic acid)

Biotin 6mcg 75% • Pantothenic Acid 1mg 50%

Zinc 1.2mg 40% • Magnesium 30mg 35%

"There are no clear needs for toddler milks or drinks. Needed nutrients can be obtained from cow milk or fortified soy beverage and appropriate solid foods... A variety of nutrient-dense complementary foods and beverages without added sugars should be emphasized for achieving nutrient recommendations."

- 2020-2025 Dietary Guidelines for Americans

"[Toddler milks] ... offer no unique nutritional value beyond what could be obtained with healthy foods; furthermore, they may contribute added sugars to the diet. Therefore, they are not recommended as part of a healthy diet in early childhood."

- Healthy Beverage Consensus Statement endorsed by AAP, AHA, AND, and AAPD

Toddler Milk Marketing is Misleading

Advertising and package claims imply that these products are beneficial, even necessary, for toddlers' nutrition, cognitive development, digestive health, and growth. These messages may lead caregivers to believe that these products are a solution for picky eating and provide nutrients that their child cannot get from the family diet. UConn Rudd Center research found that most caregivers of toddlers (60%) mistakenly believed that product claims meant that toddler milks provide nutrition that toddlers do not get from other foods.



Toddler Milk Marketing is Confusing

Toddler milks are marketed similarly to infant formula from the same brands. Their labeling and branding confuse parents and make it difficult to know which products are appropriate for infants versus toddlers.



"In a survey of over 500 caregivers, 22% reported serving toddler milk to their infant (6-11 months), but these products don't provide the nutrition that infants need."

- UConn Rudd Center Research

KEEP IT SIMPLE, KEEP IT REAL

Water and Plain Milk: The Only Drinks Toddlers Need*

For more information on Healthy Drinks for Toddlers, click [here](#).



*The [American Academy of Pediatrics](#) also recommends continuation of breastfeeding for 1 year or longer as mutually desired by mother and infant.