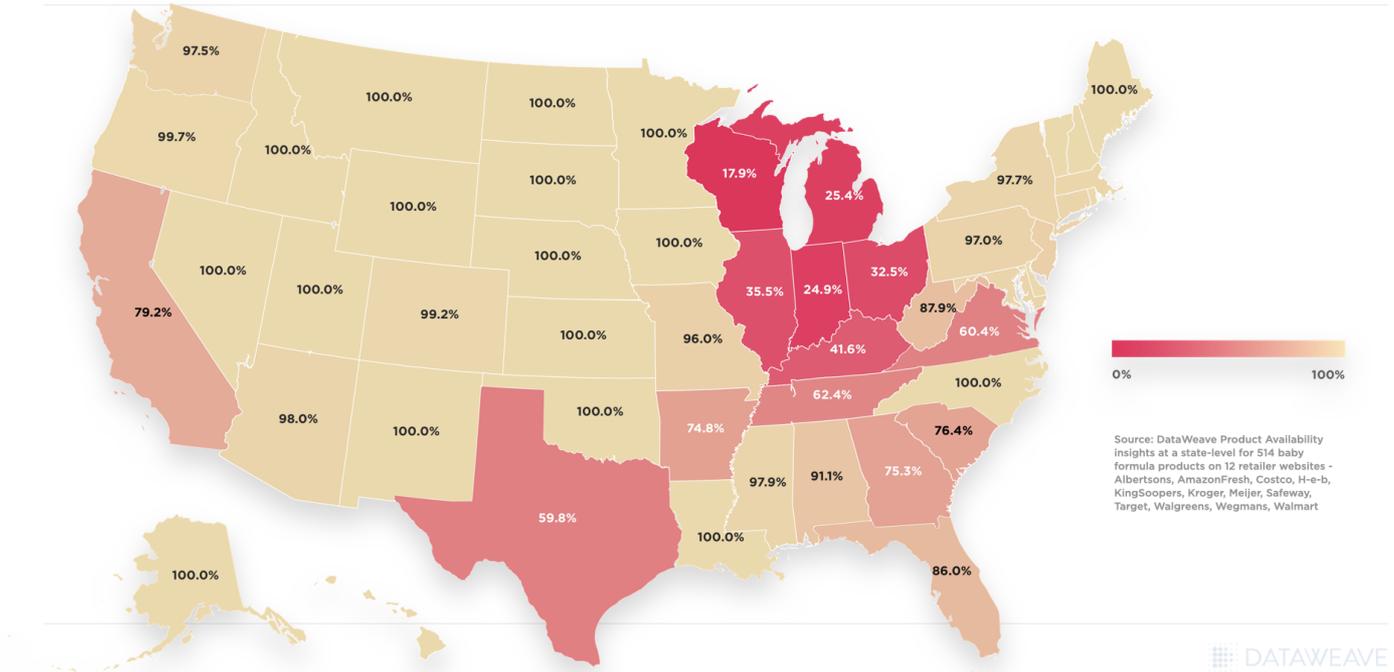


As the **baby formula shortage** continues, retailers and brands are working quickly to meet evolving consumer demand, considering supply chain driven headwinds, a baby formula recall, and inflationary-driven impacts. The **DataWeave** analytics team has actively tracked marketplace changes, alongside **reports from the FDA**, for the baby formula category at a state-level, and has shared the latest snapshot of **product availability** through June 7th, 2022, below.



Average Baby Formula Product Availability by State
From June 1st - 7th, 2022



Average Baby Formula Product Availability by State - June 2022

While the U.S. has reached an average of 84% baby formula availability the first week of June 2022, given recent news headlines related to the **baby formula shortage**, and tracking out of stock encounters by state, we see a continued decline in availability throughout the Midwest versus product availability levels seen in May 2022.

Wisconsin, Michigan, Illinois, Indiana, Ohio, and Kentucky all show average availability for baby formula to be less than 50%, with Wisconsin being impacted the most at less than 18% average availability. While Texas shows an average availability improvement of 3.5% from the first two weeks of May 2022 to the first week of June 2022 as noted in the below chart, availability is also very low overall at less than 60%.

Average Change in Baby Formula Product Availability by State May 1st - 15th, 2022 versus June 1st - 7th, 2022

