

## **Baby Food Packaging in Hong Kong, China**

Market Direction | 2022-06-28 | 9 pages | Euromonitor

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### **Report description:**

Demand for powder milk formula in Hong Kong, which had already been declining over the earlier years of the review period, recorded a significant fall in 2020, due to a ban on cross-border activities that hindered purchases by mainland Chinese tourists or Hong Kong consumers sending milk formula to mainland Chinese relatives or friends. Even after this major decline in 2020, powder milk formula's packaging unit volumes continued to fall slightly in 2021 due to a small number of drugstores/paraph...

Euromonitor International's Baby Food Packaging in Hong Kong, China report offers insight into key trends and developments driving packaging across the category. The report also examines trends and prospect for various pack types and closures: metal packaging, rigid plastic, glass, liquid cartons, paper-based containers; flexible packaging.

Product coverage: Dried Baby Food, Milk Formula, Other Baby Food, Prepared Baby Food.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Baby Food Packaging market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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BABY FOOD PACKAGING IN HONG KONG, CHINA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Baby food packaging unit volumes finally start to grow again, but powder milk formula packaging still in decline

With parents spending more time out of doors with their babies, stand-up pouches with screw closures are growing in popularity

Manufacturers utilise new pack shapes and closures in an effort to increase convenience and hygiene

PROSPECTS AND OPPORTUNITIES

Powder milk formula to see strong growth in the coming years, but unit volumes will remain below review period levels

Glass will continue to lose ground to stand-up pouches due to the latter's greater portability and convenience

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