

Baby Food Packaging in Australia

Market Direction | 2023-09-20 | 8 pages | Euromonitor

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Report description:

The COVID-19 pandemic precipitated a lasting shift in consumer lifestyles towards spending more time at home. One consequence of this was that consumers preferred to cook food for their babies themselves rather than purchase prepared and dried baby food in retail outlets. This shift was accelerated by the perception among parents that prepared baby food products that contain vegetable purees might contain pesticides and other chemical residues, making them potentially harmful to their offspring.

Euromonitor International's Baby Food Packaging in Australia 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 AUSTRALIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Baby food packaging volume sales decline as consumers favour home-cooked food

Plastic pouches the leading pack type in baby food

The 120g and 900g packs are the most popular sizes in baby food

PROSPECTS AND OPPORTUNITIES

Restrictions on promoting milk formula will continue to affect this product's sales volumes

QR codes on packaging expected to become more widespread

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