

Baby Food Packaging in Singapore

Market Direction | 2023-10-18 | 8 pages | Euromonitor

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Report description:

The decline in baby food packaging in Singapore in 2022 was attributed to changing consumer preferences and feeding practices. Singaporean parents are increasingly opting for homemade and organic baby food options, driven by concerns for their child's health and nutrition. This shift towards more natural and unprocessed baby food has reduced the demand for packaged baby food products.

Euromonitor International's Baby Food Packaging in Singapore 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 SINGAPORE

KEY DATA FINDINGS

2022 DEVELOPMENTS

Baby food packaging witnesses decline as parents choose homemade options but demand for convenience remains high
Metal tins remains leading pack type for milk formula, due to durability and protective qualities

900g is leading pack size as a practical option for milk formula

PROSPECTS AND OPPORTUNITIES

Demand for prepared baby food packaging set to remain relevant over forecast period due to convenience factor

1,600g pack size set to grow as a cost-effective option for families

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