

Baby Food Packaging in the United Kingdom

Market Direction | 2023-10-25 | 8 pages | Euromonitor

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Report description:

All COVID-19-related travel and mobility restrictions were lifted in the UK in 2022, which meant many parents returning to their regular, busy working lives. This left them with less time to feed their babies and saw them increasingly appreciate the convenience offered by baby food products. While milk formula sales continued to decline, growth was driven by categories such as "other baby food", which includes convenient snacking options for children like biscuits and wafers. As a result of the...

Euromonitor International's Baby Food Packaging in United Kingdom 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 THE UNITED KINGDOM

KEY DATA FINDINGS

2022 DEVELOPMENTS

Parents returning to work drives baby food sales in 2022

Government initiatives curb demand for milk formula

Flexible plastic the main pack type in baby food packaging

PROSPECTS AND OPPORTUNITIES

Aluminium/plastic pouches expected to continue gaining share in prepared baby food

Small pack sizes to see stronger growth

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