

Baby Food Packaging in Australia

Market Direction | 2024-05-29 | 8 pages | Euromonitor

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Report description:

Plastic pouches continued to account for the largest pack type share in Australian baby food in 2023, driven by their leadership in prepared baby food, which is the largest baby food category in unit volume sales terms. Plastic pouches are relatively inexpensive compared to other pack types like glass jars and are therefore popular with manufacturers and Australian consumers. Plastic pouches also feature a gusset, unlike flexible plastic packaging, which allows these packs to be stood up on stor...

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

2023 DEVELOPMENTS

Plastic pouches the leading pack type in baby food

Folding cartons a popular primary packaging format for other baby food products

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

PROSPECTS AND OPPORTUNITIES

Aluminium/plastic pouches popular for preserving freshness in prepared baby food

New refill system from Nestle signals innovation in milk packaging

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