

## Baby Food Packaging in China

Market Direction | 2024-06-17 | 10 pages | Euromonitor

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### Report description:

Flexible plastic remains the preferred pack type in dried baby food packaging in China due to its numerous advantages that align with consumer needs and market demands. This packaging type offers superior barrier properties, ensuring the preservation of nutritional content and freshness, which is critical for baby food products. In addition, flexible plastic is lightweight and easy to handle, making it convenient for parents who need to store and transport baby food. The packaging's versatility...

Euromonitor International's Baby Food Packaging in 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 CHINA

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Flexible plastic is the preferred pack type in dried baby food

Metal tins a popular pack type for milk formula in China

Glass jars continue losing share to aluminium/plastic pouches in prepared baby food

#### PROSPECTS AND OPPORTUNITIES

Folding cartons are forecast to grow due to their durability and recyclability

Declining fertility rate and government's breastfeeding campaigns will impact milk formula

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