

## **Baby Food Packaging in Singapore**

Market Direction | 2024-08-01 | 9 pages | Euromonitor

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### **Report description:**

The decline seen in baby food packaging unit volumes in Singapore for 2023 was a consequence of shifting consumer preferences and feeding practices. Parents in Singapore are increasingly turning to natural products, motivated by concerns about their children's health and nutrition. This discernible trend towards more natural and unprocessed baby food has negatively impacted the demand for packaged baby food products. The increase in prices for baby food products in 2023 further influenced parent...

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

2023 DEVELOPMENTS

Declining baby food packaging as parents favour natural products

Metal tins the leading pack type for milk formula due to their durability and protective qualities

The 900g pack is the most popular size in baby food packaging thanks to balancing affordability and convenience

PROSPECTS AND OPPORTUNITIES

Demand for prepared baby food packaging to remain steady over the forecast period due to the convenience factor

Growth expected for the 1,600g pack size as a cost-effective option for families

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