

**Baby Food Packaging in South Africa**

Market Direction | 2024-07-03 | 8 pages | Euromonitor

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**Report description:**

The other baby food category continued to record positive growth in South Africa in 2023, boosted by the demand for convenient and nutritious options for infants among parents with busy lifestyles. Brick liquid cartons have been gaining share in this category over the review period as they are widely favoured for their sustainability credentials, ease of storage, long-lasting freshness and safety for other baby food products. Leading brands like Purity have responded to this demand by introducin...

Euromonitor International's Baby Food Packaging in South Africa 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 SOUTH AFRICA

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Brick liquid cartons gaining share in other baby food

Metal tins are the most popular powder milk formula pack type as they provide effective protection

Ease of transportation supports flexible plastic and folding cartons as packaging for dried baby food

#### PROSPECTS AND OPPORTUNITIES

Baby snacks expected to trend in the future

Flexible plastic to gain share in milk formula

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