

Baby Food Packaging in the Netherlands

Market Direction | 2024-07-05 | 9 pages | Euromonitor

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Report description:

Baby food packaging volumes maintained solid growth in the Netherlands in 2023. Prepared baby food maintained its rise in packaging volumes, as these products offer convenience to time-pressed parents. Glass jars and stand-up pouches remained the leading pack types within the category in 2023, accounting for similar shares of packaging volumes. Glass benefits from being an inert material, and thus does not interact with the food inside, ensuring that the taste, quality, and safety of the baby fo...

Euromonitor International's Baby Food Packaging in Netherlands 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 NETHERLANDS

KEY DATA FINDINGS

2023 DEVELOPMENTS

Plastic pouches sees an increase in prepared baby food

800g is the leading pack size in powder milk formula and sees growth

Brick liquid cartons remains the leading pack type for liquid milk formula

PROSPECTS AND OPPORTUNITIES

Flexible plastic set to gain share due to cost effectiveness

Smaller pack sizes likely to be increasingly favoured for their convenience

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