

Baby Food Packaging in the US

Market Direction | 2024-06-21 | 9 pages | Euromonitor

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Report description:

Although 2023 was an exception, aluminium/plastic pouches have generally been gaining share in baby food in packaging unit volume terms, with this expected to continue over the forecast period. Aluminium/plastic pouches are particularly widely used in prepared baby food. This is because, unlike thin wall plastic containers, aluminium/plastic pouches provide convenience and portability for parents in the US. They are lightweight, compact and easily fit into nappy/diaper bags, purses or pockets, a...

Euromonitor International's Baby Food Packaging in USA 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 US

KEY DATA FINDINGS

2023 DEVELOPMENTS

Pouch packaging gaining share from rigid packaging options in prepared baby food

New material innovation is fostering sustainability in pouch packaging

Flavour scales on baby food packaging launched to help parents encourage children to try a variety of foods

PROSPECTS AND OPPORTUNITIES

Popularity of refill packs to boost share of folding cartons and pouches in milk formula

The 113g pack size leads, due to the convenience factor

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