

## **Baby Food Packaging in Vietnam**

Market Direction | 2024-08-29 | 8 pages | Euromonitor

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### **Report description:**

Metal tins remained the leading pack type for powder milk formula in Vietnam in 2023. Metal tins effectively protect the content from external factors such as moisture, light and contaminants, ensuring the product remains fresh and safe for consumption. Furthermore, the tamper-evident seal on metal tins provides additional reassurance to parents with regard to product integrity. Metal tins are also stackable and easy to store, making them a practical choice for both manufacturers and consumers i...

Euromonitor International's Baby Food Packaging in Vietnam 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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### **Table of Contents:**

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BABY FOOD PACKAGING IN VIETNAM

KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible aluminium/paper and folding cartons rise in powder milk formula due to convenience and sustainability

400g pack size is the leading choice for powder milk formula due to its practicality

Rising preference for thin wall plastic containers in other baby food

PROSPECTS AND OPPORTUNITIES

Brick liquid cartons expected to gain share in liquid milk formula due to versatility

110ml pack size expected to grow in baby food due to convenience

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