

## **Baby Food Packaging in the United Kingdom**

Market Direction | 2024-05-06 | 7 pages | Euromonitor

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### **Report description:**

Flexible plastic accounts for the greatest pack type share in baby food packaging in the UK. This low-cost, compact pack type is ideal for small, convenient baby food packages, particularly in categories such as "other baby food". This category consists of snacks such as biscuits and wafers for children that generally come in small, single-serve packs. Flexible plastic's lightweight nature makes it conducive to carrying around, facilitating on-the-go consumption as busy parents often look for a...

Euromonitor International's Baby Food Packaging in United Kingdom 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 UNITED KINGDOM

KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible plastic the main pack type in baby food packaging

Dominant pack type aluminium/plastic pouches continues gaining share in prepared baby food

Demand for convenience increases the focus on smaller pack sizes

PROSPECTS AND OPPORTUNITIES

Recyclable food pouches are on the rise as brands prioritise sustainability

Thin wall plastic containers to gain share thanks to their versatility

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