

Baby Food Packaging in Italy

Market Direction | 2024-07-15 | 8 pages | Euromonitor

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Report description:

Total baby food packaging volumes saw growth in Italy in 2023, although unit volumes and growth were driven by prepared baby food and other baby food. Dried baby food saw a decline in packaging volumes in 2023, due to the growing trend amongst Italian parents to feed their babies and infants with fresh and natural foods. In dried baby food, the dominant pack type of flexible aluminium/plastic with folding carton primary packaging lost share to composite containers in 2023, with the latter seeing...

Euromonitor International's Baby Food Packaging in Italy 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 ITALY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Composite containers gains share in dried food for its durability

Brick liquid cartons become popular for milk formula as this pack type is sustainable

Tablets is a new format for milk formula, and demands different packaging

PROSPECTS AND OPPORTUNITIES

Plastic pouches expected to become more popular due to the convenience they offer

Mid-sized and smaller pack sizes expected to grow due to convenience and affordability

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