

## **Baby Food Packaging in Sweden**

Market Direction | 2024-08-13 | 8 pages | Euromonitor

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### **Report description:**

Total packaging unit volumes continued to see positive growth in baby food in Sweden in 2023. Swedish parents consider their children's nutrition to be a priority in their purchasing decisions, and put the needs of their children over their own. As such, they continue to purchase baby food, whether the country is experiencing a pandemic or high inflation. Aluminium/plastic pouches and folding cartons are popular in prepared baby food, and aluminium/plastic pouches are also prevalent in other bab...

Euromonitor International's Baby Food Packaging in Sweden 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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**KEY DATA FINDINGS**

**2023 DEVELOPMENTS**

Baby food sees sustained growth as parents prioritise spending on children

Metal tins gain share in milk formula packaging due to their durability and sustainability

Aluminium/plastic pouches continue growing in other baby food

**PROSPECTS AND OPPORTUNITIES**

Flexible plastic to gain ground in dried baby food packaging due to its convenience

Shaped liquid cartons to gain share in milk formula as larger sizes become more popular

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