

APAC Baby Food Packaging - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The APAC Baby Food Packaging Market size is worth USD 7.77 Billion in 2025, growing at an 6.5% CAGR and is forecast to hit USD 10.65 Billion by 2030.

Key Highlights

- The baby food packaging market in Asia Pacific is booming, driven by several pivotal factors. Countries such as China, India, and Japan are witnessing rising birth rates and an urban population surge, leading to heightened demand for baby food products. With more families adopting dual-income lifestyles, there's a pronounced shift towards convenient, ready-to-eat, and safe baby food options. This evolution underscores the demand for packaging solutions prioritizing convenience, safety, and functionality, exceptionally hygienic and child-safe.
- Flexible packaging is becoming the material of choice across the Asia Pacific region. Lightweight pouches and flexible plastics are preferred for their ease of storage and consumption. Meanwhile, glass containers hold their ground in premium market segments, especially in developed nations like Japan and South Korea, thanks to their non-reactive nature and perceived safety. As environmental concerns gain traction, there's a notable shift towards sustainable packaging, with companies leaning into biodegradable and recyclable materials to mitigate their ecological footprint.
- Market trends highlight a pronounced tilt towards premium and organic baby foods. Today's increasingly health-conscious parents are driving the demand for organic baby food, which extends to specialized packaging that guarantees the safety and quality of these organic offerings. Furthermore, packaging innovations enhance convenience for parents, introducing features like easy-pour spouts, tamper-evident seals, and resealable pouches that support portion control and on-the-go feeding.
- Market dynamics across the Asia Pacific showcase distinct regional variations. China is the largest market with its vast population and rising disposable income. In contrast, India is rapidly growing, spurred by urbanization and shifting dietary habits. Mature markets like Japan and South Korea gravitate towards premium and organic options, amplifying the demand for

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high-quality packaging. Meanwhile, Southeast Asia, with nations like Indonesia and the Philippines witnessing rising disposable incomes and shifting consumer preferences, is carving out its niche in the market. This intricate tapestry of regional dynamics is sculpting the future of the baby food packaging market in Asia Pacific.

- The baby food packaging market in Asia Pacific grapples with growth constraints due to stringent government regulations on single-use plastics. As environmental concerns mount, nations like India, China, and Japan are tightening policies to curb plastic waste. This push drives the industry towards sustainable packaging alternatives, including biodegradable, recyclable, and compostable materials. While these eco-friendly shifts benefit the planet, they pose challenges for manufacturers.
- These challenges encompass heightened production costs, adopting new technologies, and necessary adjustments in the supply chain. Such hurdles can inflate baby food prices, potentially alienating price-sensitive consumers, particularly in emerging markets. Yet, amidst these challenges lie opportunities for innovation in sustainable packaging solutions, resonating with the rising consumer appetite for eco-friendly products.

APAC Baby Food Packaging Market Trends

Plastic Segment to Hold Significant Market Share

- In the Asia Pacific baby food packaging industry, plastic is set to command a substantial market share thanks to its versatility across various packaging formats. The region strongly prefers flexible plastic packaging, especially pouches and stand-up bags, due to their lightweight and convenient nature. These formats are particularly suited for baby food items like purees, snacks, and formula milk, offering easy carrying, storing, and disposing. Moreover, the ability to craft packaging in diverse sizes and shapes allows manufacturers to cater to varied consumer demands, from single-serve portions to family-sized packs.
- Plastic also shines in jars and bottles, frequently chosen for baby food staples like cereals, drinks, and formula. These plastic containers safeguard against contaminants and air, ensuring prolonged freshness. Their durability and shatterproof nature make plastic jars a safer choice than glass, especially for parents on the move or those with younger kids. Furthermore, the transparency of plastic containers lets consumers view the product, a feature that resonates with many markets, emphasizing quality and safety.
- Ready-to-eat baby food meals often come in plastic trays and containers, especially in markets prioritizing convenience. These formats offer microwaveable or refrigerated, easy-to-serve portions, ensuring the food's integrity and freshness. Many containers even feature compartments, separating diverse food types, aligning with the trend of providing infants with varied, nutritionally balanced meals.
- Despite rising environmental concerns, plastic packaging remains prevalent due to its cost-effectiveness and functionality in preserving baby food quality. In response to sustainability pressures, manufacturers are delving into solutions like recyclable and biodegradable plastics, striving to lessen environmental impact while retaining traditional plastics' safety and convenience benefits. With these advancements, plastic is poised to remain a cornerstone in the Asia Pacific baby food packaging market, deftly balancing practicality with environmental considerations.
- In July 2024, China produced 6.32 million metric tons of plastic products, with figures rising to 6.88 million metric tons in August and reaching 7.49 million metric tons in September. This surge in plastic production is closely tied to the baby food packaging market in the Asia Pacific, with China leading the charge. The uptick in plastic output signals a growing supply of essential materials for packaging consumer goods, notably baby food. As plastic output increases, baby food packaging manufacturers gain enhanced access to materials for crafting pouches, bottles, jars, and trays.
- The uptick in plastic production underscores a rising demand for packaging solutions, particularly for baby food. This demand is fueled by heightened baby food consumption and a growing consumer emphasis on convenience and safety. Given the cost-effectiveness and advantages of plastic packaging-like durability, flexibility, and moisture protection-the surge in production bodes well for the expansion of the baby food packaging market.
- Moreover, as China intensifies its commitment to sustainable plastic production and recycling, there's a potential pivot towards

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eco-friendly plastics in baby food packaging. This shift gains significance amidst heightened environmental awareness and mounting regulatory pressures on single-use plastics. The rising plastic production trend indicates that baby food packaging companies are evolving, integrating recyclable or biodegradable plastics to meet sustainability objectives, thus aligning more closely with consumer preferences.

China to Hold the Largest Market Share

- In China, the rising demand for baby food packaging is fueled by a growing population of infants and toddlers, increasing disposable incomes, and heightened awareness of child nutrition. Parents gravitate towards convenient and safe baby food products, favoring ready-to-eat and portable options without compromising quality. Consequently, the packaging must be functional, featuring tamper-evidence, reseal ability, and user-friendliness. This shift propels growth in plastic packaging, particularly for purees, snacks, and baby formula.
- Moreover, the trend toward premium baby food products, especially organic and nutritious ones, amplifies the demand for sophisticated packaging. With parents prioritizing health-conscious choices, a heightened emphasis on packaging underscores quality and safety. Manufacturers of these premium products are increasingly opting for sustainable or specialized packaging formats, like glass jars or innovative plastics, ensuring product integrity while being eco-friendly.
- As urbanization surges and dual-income families become more common, the demand for convenient baby food packaging for on-the-go consumption has intensified. This has spurred the popularity of flexible packaging formats, particularly pouches. These lightweight, resealable, and portable pouches resonate with the modern Chinese parent's lifestyle, emphasizing time efficiency and portability without sacrificing their child's safety and nutrition.
- Another notable trend in China is the heightened emphasis on sustainability. While plastic packaging remains prevalent due to its cost-effectiveness and versatility, there's a discernible shift towards eco-friendly alternatives. Heightened regulations on plastic waste and growing consumer awareness are steering the market towards recyclable, biodegradable, and sustainable plastic options. In response, manufacturers are delving into new materials and packaging technologies to align with regulatory mandates and the consumer's green aspirations. Thus, the landscape of China's baby food packaging market is evolving, striking a balance between the convenience of plastic and the rising clamor for sustainability.
- China's retail sales of baby food are on the rise, climbing from USD 28.74 billion in 2021 to a projected USD 33.08 billion in 2025. This uptick underscores a growing appetite for baby food products in China, spurred by demographic changes, evolving consumer tastes, and rising disposable incomes.
- As retail sales surge, it's evident that Chinese parents are increasingly investing in premium, nutritious baby food. Heightened awareness about infant nutrition is steering parents towards organic, fortified, and specialized baby food. Such preferences underscore the demand for advanced packaging solutions and highlight the emphasis on convenience, safety, and hygiene, aligning with the quest for top-tier baby food.
- With retail sales climbing, the baby food packaging market is also expanding. There's a growing demand for packaging that safeguards product integrity and adapts to shifting consumer preferences. While plastic packaging remains the go-to for cost-effectiveness, a discernible pivot towards sustainable materials is evident, driven by environmental concerns and regulatory mandates. As the market value swells, packaging manufacturers are poised for more significant innovation, focusing on eco-friendly yet functional solutions.

APAC Baby Food Packaging Industry Overview

The baby food packaging market is fragmented due to numerous domestic and international players. Companies compete primarily on price, product design, and innovation. Key players in the market include Huhtamaki Oyj, MINFLY PACKAGING, Uflex Ltd., and ZENITH TINS PVT. LTD., and Amcor Group.

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Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET INSIGHTS

4.1 Market Overview

4.2 Sustainability Trends for Baby Food Packaging

4.3 Industry Value Chain Analysis

4.4 Industry Attractiveness - Porter's Five Forces Analysis

4.4.1 Threat of New Entrants

4.4.2 Bargaining Power of Buyers

4.4.3 Bargaining Power of Suppliers

4.4.4 Threat of Substitute Products

4.4.5 Intensity of Competitive Rivalry

5 MARKET DYNAMICS

5.1 Market Drivers

5.1.1 Growing Demand of Packaged Baby Food and Infant Formula

5.1.2 Increasing Working Women in Urban Areas residing Population

5.2 Market Restraint

5.2.1 Stringent Government Regulations over Single-Use Plastic-based Packaging

6 MARKET SEGMENTATION

6.1 By Material

6.1.1 Plastic

6.1.2 Paperboard

6.1.3 Metal

6.1.4 Glass

6.2 By Package Type

6.2.1 Bottles

6.2.2 Metal Cans

6.2.3 Cartons

6.2.4 Jars

6.2.5 Pouches

6.2.6 Other Packaging Type

6.3 By Product

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- 6.3.1 Liquid Milk Formula
- 6.3.2 Dried Baby Food
- 6.3.3 Powder Milk Formula
- 6.3.4 Prepared Baby Food
- 6.4 By Country
 - 6.4.1 China
 - 6.4.2 India
 - 6.4.3 Japan
 - 6.4.4 South Korea
 - 6.4.5 South East Asia

7 COMPETITIVE LANDSCAPE

- 7.1 Company Profiles
 - 7.1.1 Amcor Group
 - 7.1.2 Huhtamaki Oyj
 - 7.1.3 MINFLY PACKAGING
 - 7.1.4 Berry Global Inc.
 - 7.1.5 Rexam PLC
 - 7.1.6 Wipak Ltd.
 - 7.1.7 Aptar Group
 - 7.1.8 Uflex Ltd.
 - 7.1.9 ZENITH TINS PVT. LTD.
 - 7.1.10 Constantia Flexibles GmbH
 - 7.1.11 Tetra Laval Holdings
 - 7.1.12 DS Smith Plc
 - 7.1.13 Ball Corporation

8 INVESTMENT ANALYSIS

9 FUTURE OUTLOOK OF THE MARKET

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