

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

Market Report | 2025-04-28 | 120 pages | Mordor Intelligence

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### **Report description:**

The Europe Baby Food Packaging Market is expected to register a CAGR of 6.39% during the forecast period.

#### Key Highlights

- Europe is one of the most developed continents across the world; it is witnessing rapid urbanization, especially in Eastern and Southern Europe, leading to increased disposable income and the adoption of a modern lifestyle. These factors have led to an increase in the expenditure on baby food products and, in turn, baby food packaging solutions.
- Baby Food Packaging Market is ideally comprised of glass bottles, plastic bottles, and glass container; however, over the years, the increased concerns over sustainable packaging has encouraged vendors to introduce paper-based pouches and boxes for packaging goods.
- Another factor boosting the need for packaging solutions is the innovations by baby food manufacturers to meet the consumer's various needs. With increased vigilance of food nutrition and safety and a variety of ready-to-eat edible products for babies, the European market is experiencing several product innovations across the region.
- Moreover, owing to some of the factors, like safe, reusable, hygienic, lightweight, and easy to carry, the stand-up pouches and thin wall containers are witnessing high demand. Thus, this is driving the market.

#### Europe Baby Food Packaging Market Trends

##### Paper Pouches to Show Significant Growth

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- Pouches and bags are being predominantly deployed in the baby food industry, serving many baby food products like powdered, liquid, instant formula, baby cereals, dried baby food, etc. They are among the most environmentally friendly options. These are made either with several layers of aluminum, plastic, and similar food-grade materials.
- Flexible packaging incorporating paper pouches uses fewer materials and energy to manufacture. According to Glenroy, when compared to glass bottles, the Pouch saves 62% on fossil fuels, 75% on greenhouse gas emissions, and 80% on water.
- The pouch also has a one-of-a-kind closure technology that helps prevent food waste by allowing for regulated dispensing and even product distribution, resulting in 99% product evacuation. Flexible packaging is facilitating firms to take an eco-friendlier strategy, resulting in less product and packaging waste.
- Furthermore, paper pouches and retort pouches, also known as stand-up bags, are being widely used in the baby food packaging market. These bags are tough and durable, protecting the contents from physical and environmental risks while being transported from one area to another. Apart from these uses, one of the main reasons for their popularity is that they are quite inexpensive in comparison to their counterparts.

#### United Kingdom to Hold the Largest Market Share

- In the European region, the United Kingdom is expected to have the highest share in the baby food packaging market, followed by Russia and Germany. The increasing awareness of consumers regarding the nutritional benefits of packaged baby food products is expected to drive the growth of the market.
- As per the RetailXCoronavirus Consumer Tracker, there were significant changes in customer behavior due to the growing COVID-19 concerns.
- The European baby food packaging market is highly regulated that making the baby food safest to consume. Stringent and changing regulations have also caused distortions in the market. The innovative packaging and incorporation of special ingredients that have given an additional benefit to the product are also driving factors of the market.
- The market in the United Kingdom is mainly growing due to the flexible packaging sector. The global packaging vendors are expanding in the region, and local companies are being acquired, which is indicative of the market potential in the United Kingdom. For instance, in January 2020, Macfarlane Group acquired protective packaging solutions provider Armagrip for undisclosed sums.
- The United Kingdom is one of the major economies in the European Region. Growing disposable income in European countries has led to rising in the affordability of baby food products, which has resulted in improved quality food from an infant stage. The growth of the baby food/formula market is also being driven by the increasing number of migrants settling for employment.
- Therefore, the number of women working outside the homes both in the high and low-income areas has also risen. Since working mothers return to their jobs shortly after giving birth, prepared baby foods and formulas, which can be instantly provided to the children, this is the main reason of the Europe Baby Food Packaging Market to grow as packaged products makes carrying and transportation convenient.

#### Europe Baby Food Packaging Industry Overview

The baby food packaging market is highly fragmented in Europe, owing to the presence of many domestic and international players. The market is competitive with the players competing in terms of price, product design, product innovation, etc. Some of the major players in the market are Amcor, AptarGroup, Bemis, Mondi Group, Rexam, RPC Group, Winpak, among others.

- August 2021 - Heinz reported to launch a mono-material baby food pouch that is recyclable via kerbside collection. The company will be collaborating with Tesco's technical team, and recycling charity RECOUP is predicted to make 2.8m of Heinz for

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Baby fruit pouches 'easily recyclable' and save nearly 20 tonnes of plastic from Heinz for Baby fruit pouches going to landfill every year.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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