

Global Baby Food Packaging Market: Analysis By Material (Plastic, Paper, Metal, Glass, and Others), By Application (Dried and Prepared Food, Milk Formula, and Others), By Region Size and Trends with Impact of COVID-19 and Forecast up to 2029

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Abstracts

Baby food packaging refers to the materials and containers used to package and store food designed for infants and toddlers. Baby food packaging is mainly used for packaging infant formula, baby cereals, purees, and snacks. Consumers are increasingly looking for packaging solutions that ensure the safety, hygiene, convenience, and nutritional value of the baby food products, which is why FDA-approved packaging is really taking off in this market. Baby foods use a variety of packaging for storage, including glass jars, bags made of laminated plastic and foil, and plastic containers. Baby food packaging has completely transformed over the last decade, transitioned from glass jars to flexible pouches which are unbreakable, resealable and mobile. The global baby food packaging market value stood at US\$69.22 billion in 2023, and is expected to reach US\$106.75 billion by 2029.

Global baby food packaging is on a growth trajectory, driven by growing global population and increasing demand for innovative and sustainable packaging. An increasing number of nuclear families, especially in developing countries has a positive impact on the market growth. Convenience of packaged infant food over most home prepared foods is the other most important factor for the increasing popularity of baby food packaging, as there are rising number of working mothers with infants and toddlers. Also, high demand for paperboard packaging is driving the market growth, as these materials are lightweight, easy to use, safe, and reusable. Looking forward, a rise in demand for flexible packaging and the adoption of eco-friendly packaging options for baby food would drive the growth for baby food packaging market. In addition, product

innovations, in terms of designs and materials, is projected to boost the market during the forecast period. The global baby food packaging market is expected to grow at a CAGR of 7.54% over the projected period of 2024-2029.

Market Segmentation Analysis:

By Material: The report provides the bifurcation of the global baby food packaging market into five segments on the basis of material, namely, Plastic, Paper, Metal, Glass, and Others. Plastic segment is the largest segment of baby food packaging market owing to due to its versatility, durability, and cost-effectiveness. Plastic containers are lighter and recyclable, but they may drain chemicals into food if not made from BPA-free Material. It is commonly used for various packaging formats, including bottles, jars, pouches, and containers. Plastic offers excellent protection against moisture and contaminants, ensuring the safety and freshness of baby food products. Paperboard packaging is the fastest growing segment of global baby food packaging market as the market has been shifting toward more sustainable packaging options, such as paper-based packaging. It is often used for cartons and boxes, especially for dry baby cereals and snacks. Paperboard is known for its sustainability and recyclability, which align with the growing trend of eco-conscious parenting. Manufacturers can print informative and attractive designs on paperboard packaging, including nutritional information and engaging graphics.

By Application: The report provides the bifurcation of the global baby food packaging market into three segments on the basis of application: Dried and Prepared Food, Milk Formula, and Others. Dried and Prepared Food dominated the market share due to its wide range of products, including purees and meals. Packaging for prepared baby food is designed to provide convenience to parents for easy feeding and minimizes waste while ensuring the freshness and safety of the product. The growth for dry baby food is attributed to the high demand for durable and easy to carry dried baby foods in developing countries due to busy lifestyles and hectic work schedules, and growing preference for sustainable packaging options, such as recyclable pouches and jars, as eco-conscious consumers seek more environmentally friendly choices. Baby milk formula is the fastest growing segment of global baby food packaging market. Packaging for milk formula is crucial to maintain product freshness and hygiene. As health-conscious parenting trends continue to grow, the demand for appealing, informative, and user-friendly packaging for baby milk formula is expected to rise.

By Region: The report provides insight into the global baby food packaging market based on regions namely, North America, Europe, Asia Pacific, and Rest of World.

North America is the largest market for baby food packaging. The region is expected to dominate throughout the forecasted period, driven by busy lifestyles, rising disposable income, growing demand for innovative and convenient packaging solutions, rising preference for on-the-go baby food options, and growing emphasis on product innovation, safety, and shelf life extensions of baby food products. In addition, sustainable and eco-friendly packaging materials are gaining traction as environmentally conscious consumers seek products that align with their values. The US is the largest region of North America baby food packaging market. Baby food packaging manufactures in the US are focusing on premium, high-performance products, such as skin packaging and bag-in-box formats as they offer a variety of benefits, including extended shelf-life, lighter weight, ease of dispensing, improved sanitation, and a more premium appearance over traditional, lower-cost packaging options like bags, wrap, and cans.

Asia Pacific is the fastest-growing region of global baby food packaging market, driven by rising disposable income levels, high birth rates, convenient & affordability factors, growing middle-class population, increasing awareness of food safety and hygiene, surging need for items based on milk formula, and a wide range of product preferences. Furthermore, the extensive presence of prominent market players coupled with their focus to meet the innovations in such packaging formats offered by the developed markets is further likely to aid the market growth in the coming years. China remains the largest market in the Asia Pacific. The market has been rapidly expanding year after year, as there is increasing awareness of consumers regarding the nutritional benefits of packaged baby food products.

Market Dynamics:

Growth Drivers: The global baby food packaging market has been rapidly growing over the past few years, due to factors such as increase in global population, rapid urbanization, rising disposable income, rising demand for glass containers, growing number of working mothers, millennial parents etc. The increase in global population is a significant driver of the baby food packaging market. As population expand in various regions, the demand for baby food products rises. This demographic trend expands the potential market for baby food packaging, creating a steady and growing demand. Also, in recent years, a notable shift has been observed in the participation of women in the workforce. According to World Bank data, female labor force participation rate increased to 49% in 2023, from 48% in 2022. As more women pursue careers outside the home, their purchasing patterns and consumption habits are reshaping the landscape of infant nutrition. This shift in consumer behavior has led to a significant expansion of the baby

food market, which in turn, augment the demand for baby food packaging.

Challenges: However, the global baby food packaging market growth would be negatively impacted by various challenges such as, stringent industry regulations, high perishability, etc. Packaging manufacturers in the baby food industry need help with the perishability of certain products. Special packaging materials and preservatives are required to ensure maximum shelf life, which increases the cost of vendors and impacts product prices. Packaging defects can significantly impact the quality and perishability of baby food. Incidents of contamination found in baby food products have raised concerns and affected the brand image of the manufacturers. The challenges pose risks to the relationship between food manufacturers and packaging vendors and can hinder the growth of the market.

Trends: The global baby food packaging market is projected to grow at a fast pace during the forecasted period, owing to increasing focus on sustainable packaging materials, technological innovations, product innovation, high demand for paperboard packaging and thin wall packaging, growing focus on portion controlled packaging, surge in demand for pouch packaging, etc. The increasing focus on sustainable packaging materials and eco-friendly solutions is expected to drive the growth of the baby food packaging market. Consumers are conscious of the environmental impact of packaging materials and demand recyclable and biodegradable options. Companies are also focused on offering baby foods in sustainable and safe packaging solutions such as glass jars or bottles. Technological innovations play a pivotal role in the baby food packaging market. Advanced packaging materials, such as BPA-free plastics and recyclable options, ensure product safety and sustainability.

Impact Analysis of COVID-19 and Way Forward:

Packaging for baby and toddler foods has come under increased focus and scrutiny as COVID-19 lockdown restrictions and health worries continue to occupy consumers' concerns around the globe. With people concerned about their child's health more than ever, the industry has seen a rapid increase in demand for packaged food items for baby. There has been a noted higher demand for packaging materials, especially for shelf-ready baby food packaging to fill up the grocery store shelves. Packaging format has evolved post-covid, as brands are moving towards stand-up pouches. Also, due to shift in consumer's preference towards the use of sustainable packaging materials, especially after COVID-19, there is an increasing demand for biodegradable, recyclable and sustainable packaging materials with many baby food brands increasingly investing on the development and launch of different eco-friendly alternatives to plastic

packaging.

Competitive Landscape:

The global baby food packaging market is quite fragmented with the presence of few well-established and several small- and medium-scale players operating in different regions.

The key players of the market are:

Tetra Laval Group (TetraPak International S.A)

Amcor PLC

Sonoco Products Company

Winpak LTD

Gerresheimer AG

Vetropack Holding Ltd

Trivium Packaging B.V.

Huhtamaki

Greiner Packaging

Constantia Flexibles

Printpack

CarePac

Contents

1. EXECUTIVE SUMMARY

2. INTRODUCTION

2.1 Baby Food Packaging: An Overview

2.1.1 Pros and Cons: Glass Jars, Plastic Containers and Pouches

2.2 Baby Food Packaging Segmentation: An Overview

2.2.1 Baby Food Packaging Segmentation

3. GLOBAL MARKET ANALYSIS

3.1 Global Baby Food Packaging Market: An Analysis

3.1.1 Global Baby Food Packaging Market: An Overview

3.1.2 Global Baby Food Packaging Market by Value

3.1.3 Global Baby Food Packaging Market by Material (Plastic, Paper, Metal, Glass, and Others)

3.1.4 Global Baby Food Packaging Market by Application (Dried and Prepared Food, Milk Formula, and Others)

3.1.5 Global Baby Food Packaging Market by Region (North America, Europe, Asia Pacific, and Rest of World)

3.2 Global Baby Food Packaging Market: Material Analysis

3.2.1 Global Baby Food Packaging Market by Material: An Overview

3.2.2 Global Baby Food Plastic Packaging Market by Value

3.2.3 Global Baby Food Paper Packaging Market by Value

3.2.4 Global Baby Food Metal Packaging Market by Value

3.2.5 Global Baby Food Glass Packaging Market by Value

3.2.6 Global Other Baby Food Packaging Market by Value

3.3 Global Baby Food Packaging Market: Application Analysis

3.3.1 Global Baby Food Packaging Market by Application: An Overview

3.3.2 Global Dried and Prepared Baby Food Packaging Market by Value

3.3.3 Global Baby Milk Formula Packaging Market by Value

3.3.4 Global Other Baby Food Packaging Market by Value

4. REGIONAL MARKET ANALYSIS

4.1 North America Baby Food Packaging Market: An Analysis

4.1.1 North America Baby Food Packaging Market: An Overview

- 4.1.2 North America Baby Food Packaging Market by Value
- 4.1.3 North America Baby Food Packaging Market by Region (The US, Canada, and Mexico)
- 4.1.4 The US Baby Food Packaging Market by Value
- 4.1.5 Canada Baby Food Packaging Market by Value
- 4.1.6 Mexico Baby Food Packaging Market by Value
- 4.2 Europe Baby Food Packaging Market: An Analysis
 - 4.2.1 Europe Baby Food Packaging Market: An Overview
 - 4.2.2 Europe Baby Food Packaging Market by Value
 - 4.2.3 Europe Baby Food Packaging Market by Region (Germany, UK, France, Italy, and rest of Europe)
 - 4.2.4 Germany Baby Food Packaging Market by Value
 - 4.2.5 UK Baby Food Packaging Market by Value
 - 4.2.6 France Baby Food Packaging Market by Value
 - 4.2.7 Spain Baby Food Packaging Market by Value
 - 4.2.8 Rest of Europe Baby Food Packaging Market by Value
- 4.3 Asia Pacific Baby Food Packaging Market: An Analysis
 - 4.3.1 Asia Pacific Baby Food Packaging Market: An Overview
 - 4.3.2 Asia Pacific Baby Food Packaging Market by Value
 - 4.3.3 Asia Pacific Baby Food Packaging Market by Region (China, India, Japan, and Rest of Asia Pacific)
 - 4.3.4 China Baby Food Packaging Market by Value
 - 4.3.5 India Baby Food Packaging Market by Value
 - 4.3.6 Japan Baby Food Packaging Market by Value
 - 4.3.7 Rest of Asia Pacific Baby Food Packaging Market by Value
- 4.4 Rest of World Baby Food Packaging Market: An Analysis
 - 4.4.1 Rest of World Baby Food Packaging Market: An Overview
 - 4.4.2 Rest of World Baby Food Packaging Market by Value

5. IMPACT OF COVID-19

- 5.1 Impact of COVID-19
 - 5.1.1 Impact of COVID-19 on Global Baby Food Packaging Market
 - 5.1.2 Post COVID-19 Impact

6. MARKET DYNAMICS

- 6.1 Growth Drivers
 - 6.1.1 Growing Global Population

- 6.1.2 Rapid Urbanization
- 6.1.3 Increase in Disposable Income
- 6.1.4 Rising Demand for Glass Containers
- 6.1.5 Growing Number of Working Mothers
- 6.1.6 Millennial Parents
- 6.2 Challenges
 - 6.2.1 Stringent Industry Regulations
 - 6.2.2 High Perishability
- 6.3 Market Trends
 - 6.3.1 Rising Focus on Sustainability
 - 6.3.2 Technological Advancements in Packaging
 - 6.3.3 Product Innovation
 - 6.3.4 High Demand for Paperboard Packaging and Thin Wall Packaging
 - 6.3.5 Growing Focus on Portion Controlled Packaging
 - 6.3.6 Surge in Demand for Pouch Packaging

7. COMPETITIVE LANDSCAPE

- 7.1 Global Baby Food Packaging Market: Competitive Landscape

8. COMPANY PROFILES

- 8.1 Tetra Laval Group (TetraPak International S.A)
 - 8.1.1 Business Overview
 - 8.1.2 Net Sales by Industry Groups
 - 8.1.3 Business Strategy
- 8.2 Amcor PLC
 - 8.2.1 Business Overview
 - 8.2.2 Operating Segments
 - 8.2.3 Business Strategy
- 8.3 Sonoco Products Company
 - 8.3.1 Business Overview
 - 8.3.2 Operating Segments
 - 8.3.3 Business Strategy
- 8.4 Winpak LTD.
 - 8.4.1 Business Overview
 - 8.4.2 Operating Segments
 - 8.4.3 Business Strategy
- 8.5 Gerresheimer AG

- 8.5.1 Business Overview
- 8.5.2 Revenues by Division
- 8.5.3 Business Strategy
- 8.6 Vetropack Holding Ltd
 - 8.6.1 Business Overview
 - 8.6.2 Operating Segments
 - 8.6.3 Business Strategy
- 8.7 Trivium Packaging B.V.
 - 8.7.1 Business Overview
 - 8.7.2 Operating Segments
- 8.8 Huhtamaki
 - 8.8.1 Business Overview
 - 8.8.2 Operating Segments
 - 8.8.3 Business Strategy
- 8.9 Greiner Packaging
 - 8.9.1 Business Overview
 - 8.9.2 Business Strategy
- 8.10 Constantia Flexibles
 - 8.10.1 Business Overview
 - 8.10.2 Business Strategy
- 8.11 Printpack
 - 8.11.1 Business Overview
- 8.12 CarePac
 - 8.12.1 Business Overview

List Of Figures

LIST OF FIGURES

Figure 1: Pros and Cons: Glass Jars, Plastic Containers and Pouches

Figure 2: Baby Food Packaging Segmentation

Figure 3: Global Baby Food Packaging Market by Value; 2020-2023 (US\$ Billion)

Figure 4: Global Baby Food Packaging Market by Value; 2024-2029 (US\$ Billion)

Figure 5: Global Baby Food Packaging Market by Material; 2023 (Percentage, %)

Figure 6: Global Baby Food Packaging Market by Application; 2023 (Percentage, %)

Figure 7: Global Baby Food Packaging Market by Region; 2023 (Percentage, %)

Figure 8: Global Baby Food Plastic Packaging Market by Value; 2020-2023 (US\$ Billion)

Figure 9: Global Baby Food Plastic Packaging Market by Value; 2024-2029 (US\$ Billion)

Figure 10: Global Baby Food Paper Packaging Market by Value; 2020-2023 (US\$ Billion)

Figure 11: Global Baby Food Paper Packaging Market by Value; 2024-2029 (US\$ Billion)

Figure 12: Global Baby Food Metal Packaging Market by Value; 2020-2023 (US\$ Billion)

Figure 13: Global Baby Food Metal Packaging Market by Value; 2024-2029 (US\$ Billion)

Figure 14: Global Baby Food Glass Packaging Market by Value; 2020-2023 (US\$ Billion)

Figure 15: Global Baby Food Glass Packaging Market by Value; 2024-2029 (US\$ Billion)

Figure 16: Global Other Baby Food Packaging Market by Value; 2020-2023 (US\$ Billion)

Figure 17: Global Other Baby Food Packaging Market by Value; 2024-2029 (US\$ Billion)

Figure 18: Global Dried and Prepared Baby Food Packaging Market by Value; 2020-2023 (US\$ Billion)

Figure 19: Global Dried and Prepared Baby Food Packaging Market by Value; 2024-2029 (US\$ Billion)

Figure 20: Global Baby Milk Formula Packaging Market by Value; 2020-2023 (US\$ Billion)

Figure 21: Global Baby Milk Formula Packaging Market by Value; 2024-2029 (US\$ Billion)

Figure 22: Global Other Baby Food Packaging Market by Value; 2020-2023 (US\$ Billion)

Figure 23: Global Other Baby Food Packaging Market by Value; 2024-2029 (US\$ Billion)

Figure 24: North America Baby Food Packaging Market by Value; 2020-2023 (US\$ Billion)

Figure 25: North America Baby Food Packaging Market by Value; 2024-2029 (US\$ Billion)

Figure 26: North America Baby Food Packaging Market by Region; 2023 (Percentage, %)

Figure 27: The US Baby Food Packaging Market by Value; 2020-2023 (US\$ Billion)

Figure 28: The US Baby Food Packaging Market by Value; 2024-2029 (US\$ Billion)

Figure 29: Canada Baby Food Packaging Market by Value; 2020-2023 (US\$ Billion)

Figure 30: Canada Baby Food Packaging Market by Value; 2024-2029 (US\$ Billion)

Figure 31: Mexico Baby Food Packaging Market by Value; 2020-2023 (US\$ Billion)

Figure 32: Mexico Baby Food Packaging Market by Value; 2024-2029 (US\$ Billion)

Figure 33: Europe Baby Food Packaging Market by Value; 2020-2023 (US\$ Billion)

Figure 34: Europe Baby Food Packaging Market by Value; 2024-2029 (US\$ Billion)

Figure 35: Europe Baby Food Packaging Market by Region; 2023 (Percentage, %)

Figure 36: Germany Baby Food Packaging Market by Value; 2020-2023 (US\$ Billion)

Figure 37: Germany Baby Food Packaging Market by Value; 2024-2029 (US\$ Billion)

Figure 38: UK Baby Food Packaging Market by Value; 2020-2023 (US\$ Billion)

Figure 39: UK Baby Food Packaging Market by Value; 2024-2029 (US\$ Billion)

Figure 40: France Baby Food Packaging Market by Value; 2020-2023 (US\$ Billion)

Figure 41: France Baby Food Packaging Market by Value; 2024-2029 (US\$ Billion)

Figure 42: Spain Baby Food Packaging Market by Value; 2020-2023 (US\$ Billion)

Figure 43: Spain Baby Food Packaging Market by Value; 2024-2029 (US\$ Billion)

Figure 44: Rest of Europe Baby Food Packaging Market by Value; 2020-2023 (US\$ Billion)

Figure 45: Rest of Europe Baby Food Packaging Market by Value; 2024-2029 (US\$ Billion)

Figure 46: Asia Pacific Baby Food Packaging Market by Value; 2020-2023 (US\$ Billion)

Figure 47: Asia Pacific Baby Food Packaging Market by Value; 2024-2029 (US\$ Billion)

Figure 48: Asia Pacific Baby Food Packaging Market by Region; 2023 (Percentage, %)

Figure 49: China Baby Food Packaging Market by Value; 2020-2023 (US\$ Billion)

Figure 50: China Baby Food Packaging Market by Value; 2024-2029 (US\$ Billion)

Figure 51: India Baby Food Packaging Market by Value; 2020-2023 (US\$ Billion)

Figure 52: India Baby Food Packaging Market by Value; 2024-2029 (US\$ Billion)

Figure 53: Japan Baby Food Packaging Market by Value; 2020-2023 (US\$ Billion)

Figure 54: Japan Baby Food Packaging Market by Value; 2024-2029 (US\$ Billion)

Figure 55: Rest of Asia Pacific Baby Food Packaging Market by Value; 2020-2023 (US\$ Billion)

Figure 56: Rest of Asia Pacific Baby Food Packaging Market by Value; 2024-2029 (US\$ Billion)

Figure 57: Rest of World Baby Food Packaging Market by Value; 2020-2023 (US\$ Billion)

Figure 58: Rest of World Baby Food Packaging Market by Value; 2024-2029 (US\$ Billion)

Figure 59: Global Population; 2020-2024 (Billion)

Figure 60: Global Urban Population; 2017, 2022 & 2050 (Million)

Figure 61: Global GDP Per Capita at Current Prices; 2018-2023 (US\$ Thousand)

Figure 62: Tetra Laval Group Net Sales by Industry Groups; 2023 (Percentage, %)

Figure 63: Amcor PLC Net Sales by Segments; 2023 (Percentage, %)

Figure 64: Sonoco Products Company Net Sales by Segments; 2023 (Percentage, %)

Figure 65: Winpak LTD. Revenue by Segments; 2023 (Percentage, %)

Figure 66: Gerresheimer AG Revenues by Division; 2023 (Percentage, %)

Figure 67: Vetropack Holding Ltd Net Sales by Segments; 2023 (Percentage, %)

Figure 68: Trivium Packaging B.V. Revenue by Segments; 2023 (Percentage, %)

Figure 69: Huhtamaki Net Sales by Segments; 2023 (Percentage, %)

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