

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)

Amcors PLC

Sonoco Products Company

Wipak LTD

Gerresheimer AG

Vetropack Holding Ltd

Trivium Packaging B.V.

Huhtamaki

Greiner Packaging

Constantia Flexibles

Printpack

CarePac

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