

Baby Food Packaging in Germany

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Abstracts

Aluminium/plastic pouches continued to gain traction in prepared baby food in 2022, with dynamic growth being seen in this year, and more expected over the forecast period. This pack type continued to take share from other modes of packaging in 2022. Stand-up pouches offer increased convenience to parents with their easy resealability, as they come with a plastic screw closure. Stand-up pouches also take up less shelf space than rigid containers or other flexible packaging, while also being visu...

Euromonitor International's Baby Food Packaging in Germany 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Aluminium/plastic pouches continue gaining share from glass jars in prepared baby food
Sustainable folding carton packaging preferred in dried baby food
Powder milk formula continues to record declining unit volumes in 2022

PROSPECTS AND OPPORTUNITIES

The 50g pack size is expected to gain share over the forecast period
Hipp striving to increase the recycling rate of its pouches

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