

# Baby Food Packaging in South Africa

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## Abstracts

There was a spike in demand for packaging unit volumes in baby food when the pandemic hit the country in 2020, with only liquid milk formula seeing a worse year-on-year performance, likely given the fact that the need for this convenient on-the-go product was somewhat diminished due to mobility restrictions. Growth in demand for other baby food and dried baby food was particularly strong in 2020, as some parents stocked up on these products during the early stages of the pandemic due to fears of...

Euromonitor International's Baby Food Packaging in South Africa 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.

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#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Other and dried baby food both perform well during the pandemic

Liquid cartons continue to hold sway in liquid milk formula, while metal tins lose share in powder milk formula

Plastic pouches with plastic screw closures grow in popularity at the expense of glass jars in prepared baby food

#### PROSPECTS AND OPPORTUNITIES

Plastic pouches to take share from glass jars

Milk formula will continue growing, despite government efforts to promote breastfeeding

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