



Baby Food Packaging in the United Kingdom

May 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible plastic the main pack type in baby food packaging

Dominant pack type aluminium/plastic pouches continues gaining share in prepared baby food

Demand for convenience increases the focus on smaller pack sizes

PROSPECTS AND OPPORTUNITIES

Recyclable food pouches are on the rise as brands prioritise sustainability

Thin wall plastic containers to gain share thanks to their versatility

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