



Baby Food Packaging in Spain

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Folding cartons and shaped liquid cartons popular in special baby milk formula
Innovation shapes prepared baby food packaging
Brick liquid cartons gaining share in other baby food due to their safety and hygiene

PROSPECTS AND OPPORTUNITIES

The 100g pack will continue to be viewed as the ideal pack size for prepared baby food
The 1,000ml pack is most popular in liquid milk formula, seen as offering value for money

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