



Euromonitor  
International

# Baby Food Packaging in South Korea

June 2024

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## Baby Food Packaging in South Korea - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Plastic pouches grows in 2023 due to portability and ease of use

100g pack size preferred in dried baby food in 2023, due to its affordability

Metal tins remains significant in powder milk formula in 2023, as this offers superior protection

#### PROSPECTS AND OPPORTUNITIES

Glass jars set to see growth in prepared baby food due to its premium image

Plastic pouches forecast to gain pack type share in prepared baby food due to its versatility

## Baby Food Packaging in South Korea - Company Profiles

## Packaging Industry in South Korea - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Flexible plastic is the preferred pack type in meals and soups packaging due to its cost-effectiveness and convenience

Rigid plastic maintains its dominance in overall soft drinks packaging

PET bottles grow as a pack type for beer in larger pack sizes, owing to practicality considerations

Small pack sizes continue to dominate beauty and personal care due to consumer preferences

HDPE bottles remain the most popular pack type for laundry care products in South Korea for their versatility and protective properties

### PACKAGING LEGISLATION

Registration for recycled packaging claims made mandatory for food and beverage manufacturers

### RECYCLING AND THE ENVIRONMENT

Seoul Dairy Cooperative shifts to pressure-sensitive labels to increase the recyclability of its PET bottles

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/baby-food-packaging-in-south-korea/report](https://www.euromonitor.com/baby-food-packaging-in-south-korea/report).