



# Baby Food Packaging in Mexico

May 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Resumption of out-of-home lifestyles post-pandemic driving demand for convenient baby food packaging

Small pack sizes popular in baby food packaging

Glass jars the leading pack type but losing share

### PROSPECTS AND OPPORTUNITIES

Pouch packaging to gain share over the forecast period

Popularity of specialised milk formula will boost usage of smaller pack sizes

## Baby Food Packaging in Mexico - Company Profiles

## Packaging Industry in Mexico - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Metal beverage cans gaining share in beer due to new product launches

Aluminium/plastic pouches gaining share in shelf stable seafood due to their convenience

HDPE bottles lead but squeezable plastic tubes gaining share in body wash/shower gel

Smaller pack sizes remain dominant in wet cat food for their superior storage and preservation properties

Boost to small pack sizes in adult sun care as consumer look for convenience

### PACKAGING LEGISLATION

Government implements a new labelling policy for improving public health and awareness

### RECYCLING AND THE ENVIRONMENT

Tide moves towards sustainability with new product launch in detergents

Brands turn towards sustainable packaging in beauty and personal care due to changing consumer preferences

Folding cartons to gain share due to enhanced aesthetic appeal and sustainability

Table 1 - Overview of Packaging Recycling and Recovery in Mexico: 2021/2022 and Targets for 2023

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