



Euromonitor
International

Baby Food Packaging in Indonesia

July 2024

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Baby Food Packaging in Indonesia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Small pack sizes of dried baby food offer single-serve on-the-go solutions
Eco- and user-friendly folding cartons the most popular baby food pack type
Stand-up pouches gaining popularity in prepared baby food

PROSPECTS AND OPPORTUNITIES

Folding cartons expected to grow in dried baby food due to rising sustainability concerns
Strong growth expected for HDPE bottles in other baby food

Baby Food Packaging in Indonesia - Company Profiles

Packaging Industry in Indonesia - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Launch of new yoghurt sticks in flexible aluminium packaging to meet on-the-go snacking demand
Coca-Cola promotes PET recycling to support Indonesia's circular economy goals with "Recycle Me" campaign
Stout and spirits preferred in glass bottles for quality, sharing and premiumisation
Other plastic jars the main pack type in styling agents due to their practicality and durability
Plastic pouches dominate floor cleaner packaging owing to their affordability and convenience

PACKAGING LEGISLATION

Government supports the drive towards healthier drinks
Beverage brands promote recycled packaging for sustainability
Home care industry embracing eco-friendly packaging innovations

RECYCLING AND THE ENVIRONMENT

Metal beverage cans expected to grow, owing to concerns over sustainability
Larger HDPE bottles saw growth in hair care as consumer awareness rose
Metal beverage cans gaining share in milk packaging as brands launch new flavours
Table 1 - Overview of Packaging Recycling and Recovery in Indonesia: 2021/2022 and Targets for 2023

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