



# 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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