



**Euromonitor  
International**

# Baby Food Packaging in the United Kingdom

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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

## Baby Food Packaging in the United Kingdom - Company Profiles

## Packaging Industry in the United Kingdom - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Metal beverage cans preferred for alcoholic drinks packaging

Aldi's innovative paper wine bottles

Heineken's sustainable green grip packaging

Folding cartons gaining share in beauty and personal care

PET jars gaining share in nut- and seed-based spreads due to their durability

### PACKAGING LEGISLATION

Postponement of EPR fees

UK plastic packaging tax and measures to reduce plastic pollution

### RECYCLING AND THE ENVIRONMENT

UK's plastic packaging recycling rate breaks records in 2023

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

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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-the-united-kingdom/report](https://www.euromonitor.com/baby-food-packaging-in-the-united-kingdom/report).