



Euromonitor
International

Baby Food Packaging in Spain

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Folding cartons and shaped liquid cartons popular in special baby milk formula
Innovation shapes prepared baby food packaging
Brick liquid cartons gaining share in other baby food due to their safety and hygiene

PROSPECTS AND OPPORTUNITIES

The 100g pack will continue to be viewed as the ideal pack size for prepared baby food
The 1,000ml pack is most popular in liquid milk formula, seen as offering value for money

Baby Food Packaging in Spain - Company Profiles

Packaging Industry in Spain - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Thin wall plastic containers lead cheese packaging, while glass jars make gains in yoghurt
PET bottles lead bottled water packaging with a focus on convenience and sustainability
Glass bottles gaining share from metal cans in beer packaging
HDPE bottles dominate bath and shower due to their durability and sustainability
Growing adoption of PET bottles in dishwashing driven by recyclability

PACKAGING LEGISLATION

European packaging regulation shifts market dynamics, impacting folding carton usage in Spain
Spain's new plastic tax law promotes a circular economy

RECYCLING AND THE ENVIRONMENT

Mercadona advances sustainability with recycled plastic packaging for Hacendado chilled pizzas
Don Simon launches first aluminium-free aseptic carton in its sustainable packaging drive
Ferrero reduces plastic use with thinner wrapping for Kinder Bueno range
Table 1 - Overview of Packaging Recycling and Recovery in Spain: 2021/2022 and Targets for 2023

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