Baby Food Packaging in Switzerland

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers prefer flexible aluminium/paper for dried baby food as it allows for portion control

Major brands use brick liquid cartons for liquid milk formula thanks to their ability to maintain freshness

Thin wall plastic containers preferred for prepared baby food owing to their durability and convenience

PROSPECTS AND OPPORTUNITIES

Metal tins expected to see growth in powder milk formula due to their barrier properties and portability

Smaller pack sizes set to become more popular in prepared baby food, owing to demand for portion control and variety

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