



# Baby Food Packaging in Vietnam

August 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Flexible aluminium/paper and folding cartons rise in powder milk formula due to convenience and sustainability

400g pack size is the leading choice for powder milk formula due to its practicality

Rising preference for thin wall plastic containers in other baby food

### PROSPECTS AND OPPORTUNITIES

Brick liquid cartons expected to gain share in liquid milk formula due to versatility

110ml pack size expected to grow in baby food due to convenience

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