

Baby Food Packaging in Italy

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Composite containers gains share in dried food for its durability

Brick liquid cartons become popular for milk formula as this pack type is sustainable

Tablets is a new format for milk formula, and demands different packaging

PROSPECTS AND OPPORTUNITIES

Plastic pouches expected to become more popular due to the convenience they offer

Mid-sized and smaller pack sizes expected to grow due to convenience and affordability

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