

# Baby Food Packaging in the US

June 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Pouch packaging gaining share from rigid packaging options in prepared baby food

New material innovation is fostering sustainability in pouch packaging

Flavour scales on baby food packaging launched to help parents encourage children to try a variety of foods

#### PROSPECTS AND OPPORTUNITIES

Popularity of refill packs to boost share of folding cartons and pouches in milk formula

The 113g pack size leads, due to the convenience factor

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