

# Baby Food Packaging in Japan

June 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Flexible plastic leads due to unparalleled convenience, product safety, and quality

Plastic pouches grows, as this pack type balances convenience with product integrity

60-75g pack sizes grow in popularity as they are the perfect size for infants and toddlers

#### PROSPECTS AND OPPORTUNITIES

Metal tins set to decline, as consumer preference shifts to more sustainable formats

800g expected to lose share as preferences shift towards more portable packaging solutions

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