

Baby Food Packaging in France

June 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Labelling requirements gaining more importance for baby food
Metal tins making gains in the shrinking dried baby food category
Milk formula continues to decline in 2023

PROSPECTS AND OPPORTUNITIES

Stand-up pouches will continue gaining share in prepared baby food due to their convenience
Portability is likely to be the major factor behind the growth of the 40g pack size

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