



# Baby Food Packaging in Singapore

August 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Declining baby food packaging as parents favour natural products

Metal tins the leading pack type for milk formula due to their durability and protective qualities

The 900g pack is the most popular size in baby food packaging thanks to balancing affordability and convenience

#### PROSPECTS AND OPPORTUNITIES

Demand for prepared baby food packaging to remain steady over the forecast period due to the convenience factor

Growth expected for the 1,600g pack size as a cost-effective option for families

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