



Baby Food Packaging in the Netherlands

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Plastic pouches sees an increase in prepared baby food

800g is the leading pack size in powder milk formula and sees growth

Brick liquid cartons remains the leading pack type for liquid milk formula

PROSPECTS AND OPPORTUNITIES

Flexible plastic set to gain share due to cost effectiveness

Smaller pack sizes likely to be increasingly favoured for their convenience

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