

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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