



Euromonitor
International

Baby Food Packaging in India

September 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Folding cartons leads growth in baby food packaging as it offers convenience and product protection
Gub Gub's unconventional aluminium/paper packaging unlikely to shift norms in baby food packaging
Medium pack sizes lead baby food, while large formats grow in milk formula

PROSPECTS AND OPPORTUNITIES

Baby food packaging volumes will rise along with the increasing demand for convenience
Traditional pack types to hold steady even as new formats grow in baby food packaging in India

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EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
Paper-based and portion-control packs gaining popularity in food packaging
Increasing use of rPET and cartons to combine sustainability with convenience
Rising demand for convenient and eco-friendly packaging fuels shift towards aluminium cans
Eco-friendly packaging and travel-size options gaining popularity among younger consumers
Regulatory requirements and sustainability goals accelerate adoption of refill and biodegradable formats
Single-serve and resealable pouches drive convenience and freshness in pet food packaging

PACKAGING LEGISLATION

Rising compliance costs drive packaging innovation and differentiation
Single-use plastic policy accelerates transition to sustainable packaging solutions
Stricter plastic waste management rules and the shift towards digital traceability

RECYCLING AND THE ENVIRONMENT

Incentive-based collection and digital systems support shift to circular packaging models
Mono-material and recyclable pouches transform dairy and food packaging
Recyclable and reduced-plastic packaging options expand in response to consumer demand
Table 1 - Overview of Packaging Recycling and Recovery in India: 2023/20234 and Targets for 2025

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