



Euromonitor
International

Baby Food Packaging in China

August 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Baby food packaging declines slightly in 2024, due to the falling birth rate, although demand for convenience sustains high demand
Nestlé’s new production facility drives shift towards recyclable metal tins and plastic pouches in baby food packaging
Flexible packaging gains ground in baby food as consumers and brands shift away from glass and PET jars

PROSPECTS AND OPPORTUNITIES

Baby food packaging volumes in China expected to fall due to demographic challenges, particularly milk formula packaging
Small, flexible, and sustainable pack types anticipated to see the best performances in baby food packaging in China

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EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
China’s food packaging saw a unified shift towards sustainability and convenience
Portable packaging is trending in non-alcoholic drinks for on-the-go and environmental reasons
PET bottles gain ground in alcoholic drinks packaging driven by portability and sustainability
Rise of e-commerce and eco-consciousness are reshaping beauty packaging
Blister packs boom due to visibility and protection in home care packaging
Premiumisation and convenience drive evolution in dog and cat food packaging in China

PACKAGING LEGISLATION

Anti-excess packaging rules for leaner designs and reduced hidden costs
Advancing safe and sustainable packaging through China’s 2024 draft amendments

RECYCLING AND THE ENVIRONMENT

Recyclable packaging as part of Mars China’s corporate sustainability drive
Table 1 - Overview of Packaging Recycling and Recovery in China: 2023/2024 and Targets for 2025

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