



Euromonitor
International

Baby Food Packaging in Thailand

September 2025

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Baby Food Packaging in Thailand - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Plastic pouches lead volume growth in Thai baby food packaging in 2024
Sustainable and convenient aseptic carton innovation with potential for baby food packaging
Dried baby food packaging remains most dynamic in Thailand

PROSPECTS AND OPPORTUNITIES

Steady growth in baby food packaging driven by convenience and nutrition trends in Thailand
Plastic pouches in 110g and 128g sizes will remain popular thanks to their convenience

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Baby Food Packaging in Thailand - Company Profiles

Packaging Industry in Thailand - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
Thailand's food packaging market embraces green solutions and practical formats
Sustainability drives rPET and paper-based packaging innovation in non-alcoholic drinks
Thailand's alcoholic drinks packaging evolves with sustainability and convenience
Sustainability and flexible formats drive beauty and personal care packaging
Thailand's home care packaging is being driven by affordability and innovation
Lightweight, cost-effective solutions gain traction in pet food packaging

PACKAGING LEGISLATION

Thailand introduces stricter rules on alcohol packaging size and labelling
Thailand drafts law for sustainable packaging and EPR compliance

RECYCLING AND THE ENVIRONMENT

Thailand's binding EPR law to transform packaging recovery and recycling
Thailand's Plastic Waste Management Roadmap
Table 1 - Overview of Packaging Recycling and Recovery in Thailand: 2022/2023 and Targets for 2024

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