



Baby Food Packaging in South Africa

September 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Surge in packaging volumes for less significant pack types in baby food in South Africa
- Innovative PET jars introduced in baby food packaging in South Africa
- Flexible plastic and folding cartons popular pack types for dried baby food due to ease of transportation and barrier properties

PROSPECTS AND OPPORTUNITIES

- Baby food packaging volumes projected to see a mixed performance in the forecast period
- Supply constraints, pack type shifts, and competitive pressure likely to impact baby food packaging

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EXECUTIVE SUMMARY

- Packaging in 2024: The big picture
- Evolving packaging shift towards value and everyday convenience
- Smaller, single-serve packaging trends across multiple food categories in South Africa
- PET dominance and HDPE growth shape South Africa’s beverage packaging in 2024
- Rising preference for metal beverage cans in alcoholic drinks
- Premium sustainability through in-mould labelling in beauty packaging
- HDPE bottles and larger pack sizes shape home care packaging
- Flexible packaging focuses on convenience through resealable pouches

PACKAGING LEGISLATION

- Strengthening Extended Producer Responsibility (EPR) regulations
- Mandatory Deposit Return System (DRS) proposed for beverage containers in South Africa

RECYCLING AND THE ENVIRONMENT

- Expansion of circular economy and recycling infrastructure
- Tackling plastic pollution through collaborative action
- Table 1 - Overview of Packaging Recycling and Recovery in South Africa: 2022/2023 and Targets for 2024

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