



# Baby Food Packaging in Australia

August 2025

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## Baby Food Packaging in Australia - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Baby food packaging declines amid falling birth rate and rising cost pressures  
Nestlé leads innovation in baby food packaging as demand for sustainability increases  
Baby food packaging in Australia shifts towards sustainability and innovation

#### PROSPECTS AND OPPORTUNITIES

Falling packaging volumes expected for baby food as the birth rate keeps declining  
Things could get easier for larger players if smaller players exit the market

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## Baby Food Packaging in Australia - Company Profiles

## Packaging Industry in Australia - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2024: The big picture  
2024 key trends  
Sustainability as the driving force in Australian food packaging innovation  
Non-alcoholic drinks packaging embraces recyclability and innovation  
Aluminium packaging gaining share in alcoholic drinks in Australia  
Eco-friendly and refillable packaging leads beauty innovation  
Flexible, refillable and compact are the new home care packaging standards  
Sustainable and convenient packaging trends in pet food

### PACKAGING LEGISLATION

Australia's push for stronger packaging laws and recycled plastics  
Stronger packaging standards introduced in Australia  
ACCC drives major soft plastics regulatory reset in Australia

### RECYCLING AND THE ENVIRONMENT

Australia expands recycling capacity through the RMF  
Australia's new kerbside recycling standard  
From food waste to compost: Australia's circular recycling push  
Table 1 - Overview of Packaging Recycling and Recovery in Australia: 2022/2023 and Targets for 2024

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