



Baby Food Packaging in Australia

August 2025

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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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