



Baby Food Packaging in India

September 2025

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Baby Food Packaging in India - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Folding cartons leads growth in baby food packaging as it offers convenience and product protection

Gub Gub's unconventional aluminium/paper packaging unlikely to shift norms in baby food packaging

Medium pack sizes lead baby food, while large formats grow in milk formula

PROSPECTS AND OPPORTUNITIES

Baby food packaging volumes will rise along with the increasing demand for convenience

Traditional pack types to hold steady even as new formats grow in baby food packaging in India

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Baby Food Packaging in India - Company Profiles

Packaging Industry in India - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 key trends

Paper-based and portion-control packs gaining popularity in food packaging

Increasing use of rPET and cartons to combine sustainability with convenience

Rising demand for convenient and eco-friendly packaging fuels shift towards aluminium cans

Eco-friendly packaging and travel-size options gaining popularity among younger consumers

Regulatory requirements and sustainability goals accelerate adoption of refill and biodegradable formats

Single-serve and resealable pouches drive convenience and freshness in pet food packaging

PACKAGING LEGISLATION

Rising compliance costs drive packaging innovation and differentiation

Single-use plastic policy accelerates transition to sustainable packaging solutions

Stricter plastic waste management rules and the shift towards digital traceability

RECYCLING AND THE ENVIRONMENT

Incentive-based collection and digital systems support shift to circular packaging models

Mono-material and recyclable pouches transform dairy and food packaging

Recyclable and reduced-plastic packaging options expand in response to consumer demand

Table 1 - Overview of Packaging Recycling and Recovery in India: 2023/20234 and Targets for 2025

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