



# Baby Food Packaging in the United Kingdom

August 2025

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## Baby Food Packaging in the United Kingdom - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Larger sizes and lightweight packs drive stability in baby food packaging  
Piccolo champions sustainable pack types sizes in UK baby food  
Convenience and sustainability drive shifts in UK baby food packing types and sizes

#### PROSPECTS AND OPPORTUNITIES

Future growth of baby food packaging to be influenced by changing demographics and lifestyles in the UK  
PPT and sustainability concerns set to influence future development

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## Baby Food Packaging in the United Kingdom - Company Profiles

## Packaging Industry in the United Kingdom - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2024: The big picture  
2024 key trends  
Changing consumer behaviour and economic pressures drive the shift towards convenience-focused and flexible packaging formats  
Rising sustainability expectations and inflationary pressures reshape food packaging formats  
Regulatory targets and brand carbon goals accelerate the shift to rPET and low-impact non-alcoholic formats  
Premiumisation demands and carbon-reduction goals drive material diversification in alcoholic drinks  
Circular beauty expectations and retailer action accelerate refill and bio-based packaging adoption  
Demand for value and waste reduction drives adoption of concentrates and refill ecosystems in home care  
Consumer demand for sustainability and functionality drives new flexible and smart packaging formats in pet food

### PACKAGING LEGISLATION

Rising regulatory costs are accelerating packaging redesign  
Deposit incentives are reshaping beverage packaging choices  
Government-funded waste systems are driving infrastructure upgrades, recycling targets and local-authority integration

### RECYCLING AND THE ENVIRONMENT

Regulatory pressure and consumer demand driving strategic recycling partnerships  
Patent-free biopolymers and seaweed coating emerge as compostable packaging solutions  
EPR obligations and traceability requirements reinforce adoption of smart packaging technologies  
Table 1 - Overview of Packaging Recycling and Recovery in the United Kingdom: 2022/2023 and Targets for 2024

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