

Baby Food Packaging in Thailand

October 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Folding cartons are popular for dried baby food due to their sustainability
Brick liquid cartons are mainly used in liquid milk formula as they are easy to carry
Leading brands use folding cartons in powder milk formula based on their recyclability

PROSPECTS AND OPPORTUNITIES

Usage of brick liquid cartons in baby food is set to increase as they are durable
Growth in prepared baby food will boost usage of glass jars and plastic pouches

Baby Food Packaging in Thailand - Company Profiles

Packaging Industry in Thailand - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture
2022 key trends
Brands primarily focussed on brick liquid cartons for cream and milk
Smaller pack sizes dominate in soft drinks
The 330ml pack remains the most popular size for alcoholic drinks in Thailand
Smart packaging popular for beauty and personal care products in Thailand
HDPE bottles the main pack type in surface care

PACKAGING LEGISLATION

New legislation for food-contact plastics

RECYCLING AND THE ENVIRONMENT

Singha at the forefront of sustainable packaging and waste management in Thailand

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