

Baby Food Packaging in France

September 2023

Table of Contents

Baby Food Packaging in France - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Growing usage of home-made food is negatively impacting dried baby food packaging

Tightened regulations for milk formula

Smaller pack sizes are sought after by parents due to portion-control concerns

PROSPECTS AND OPPORTUNITIES

Popularity of breastfeeding is set to affect pack types used in liquid milk formula

Portability is likely to be the major factor behind the growth of the 40g pack size

Baby Food Packaging in France - Company Profiles

Packaging Industry in France - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

PET bottles gaining share in cooking and table sauces due to their durability

Coca-Cola Europacific Partners to use 100% returnable glass bottles in France

Fibre bottles make a significant breakthrough in alcoholic drinks packaging

Folding cartons and HDPE bottles are the most used pack types in beauty and personal care in France

Non-plastic-based pack types to gain popularity amidst sustainability concerns

PACKAGING LEGISLATION

France tackles disposable packaging with a ban on single-use plastics

The French AGECE Act enforces regulations on packaging for fruit and vegetables

RECYCLING AND THE ENVIRONMENT

Plastic sorting and recycling targets imposed for 2025 in France

France to offer simplified and standardised packaging recycling labels

France introduces new rules for collecting plastic packaging, cardboard and metal waste

Table 1 - Overview of Packaging Recycling and Recovery in France: 2020/2021 and Targets for 2022

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