



Baby Food Packaging in Italy

September 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Falling birth rates weigh on a glass-led category as Plasmon pushes recyclable pouches

INDUSTRY PERFORMANCE

A glass-anchored category dips on demographics

Plasmon leads the push to recyclable pouches and lighter jars

Pouches gain as glass concedes ground at the value end

WHAT'S NEXT?

A broadly flat market led by recyclable pouches

Demographics, working parents and sustainability set the agenda

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