

Baby Food Packaging in Indonesia

September 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Convenience of dried baby food sees its packaging recording strong growth in 2022

Eco- and user-friendly folding cartons the most popular baby food pack type

Stand-up pouches gaining popularity in prepared baby food

PROSPECTS AND OPPORTUNITIES

Strong growth expected for HDPE bottles in other baby food

Milk formula could face competition from breastfeeding as well as cow's milk products

Baby Food Packaging in Indonesia - Company Profiles

Packaging Industry in Indonesia - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Indonesian parents prefer bick liquid cartons for baby food as they are resealable

Thin wall plastic containers are popular for RTD tea as they are convenient and cost-effective

Alcoholic drinks brands are incorporating slogans in their packaging

Increased demand for deodorants leads to rise in usage of metal aerosol cans

Biodegradable plastic packaging is gaining traction in the home care industry

PACKAGING LEGISLATION

The ban on plastic bag usage is likely to aid the usage of biodegradable packaging

RECYCLING AND THE ENVIRONMENT

Brands are increasingly adopting sustainable packaging to reduce their carbon footprint

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