



Euromonitor
International

Baby Food Packaging in Thailand

September 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Milk formula is supported by liquid cartons as spouted pouches and glass diversify the aisle

INDUSTRY PERFORMANCE

A carton-led category shaped by milk formula

Spouted pouches and premium glass diversify the baby food aisle

Dried and convenience formats remain dynamic

WHAT'S NEXT?

Steady growth led by cartons and convenience trends

Convenience, safety and sustainability set the future agenda

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