



Baby Food Packaging in South Africa

September 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Purity's pouch and jar range steadies a balanced category as rigid plastic grows fastest

INDUSTRY PERFORMANCE

A diversified category steadied by pouches and jars

Purity anchors the pouch and jar mix

Rigid plastic and glass diverge at the premium ends

WHAT'S NEXT?

A gentle decline led by recyclable pouches and premium cues

Convenience, working parents and safety set the agenda

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