



Baby Food Packaging in France

September 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Demographic softness dips a pot-led category as brands race to recyclable pouches

INDUSTRY PERFORMANCE

Falling birth rates hit demand while focus rests on the shift to recyclable formats

Brands race to make the spouted pouches recyclable

Flexible and value formats diverge from declining glass and cartons

WHAT'S NEXT?

A gentle decline managed through recyclable pouches and premium cues

Falling birth rates, working parents and sustainability set the agenda

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