



Passport

Baby Food Packaging in the US

Euromonitor International

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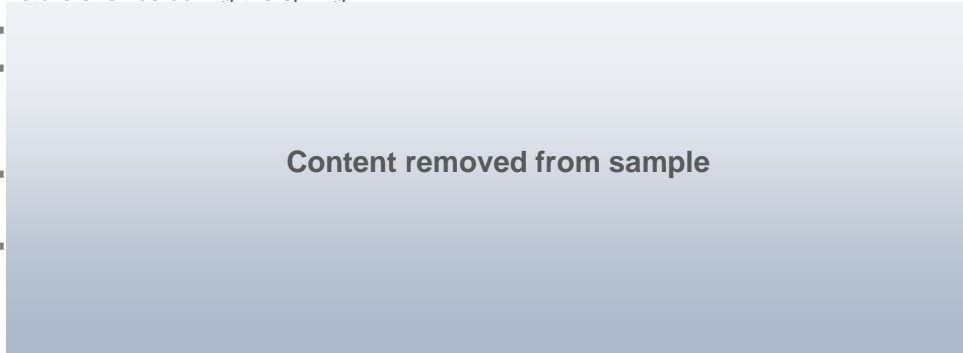
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BABY FOOD PACKAGING IN THE US - CATEGORY ANALYSIS

KEY DATA FINDINGS

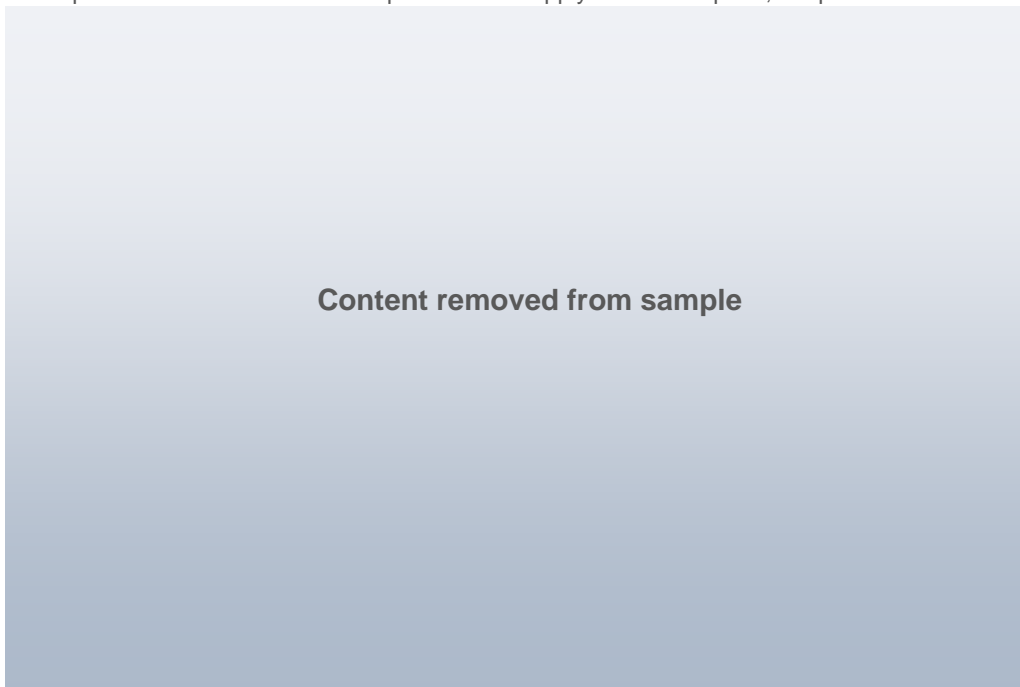
- COVID-19 drove strong growth in demand for baby food packaging during 2020, as parents stockpiled baby food due to the perceived threat of supply-chain disruption – leading to bare store shelves during the spring



2020 IMPACT

COVID-19 leads to panic buying and empty shelves, driving increased demand for baby food packaging

COVID-19 led to panic buying of baby food, particularly milk formula, during the early stages of the pandemic. Worried about the potential for supply-chain disruption, the parents of...



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As parents become more environmentally conscious, baby food manufacturers step up their recycling efforts

Sustainability concerns continue to drive innovation in baby food. Parents are increasingly concerned about their environmental footprint and the amount of packaging waste in baby food,

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RECOVERY AND OPPORTUNITIES

Baby food packaging will see a post-pandemic dip, but demand will recover later in the forecast period, supported by stable population growth

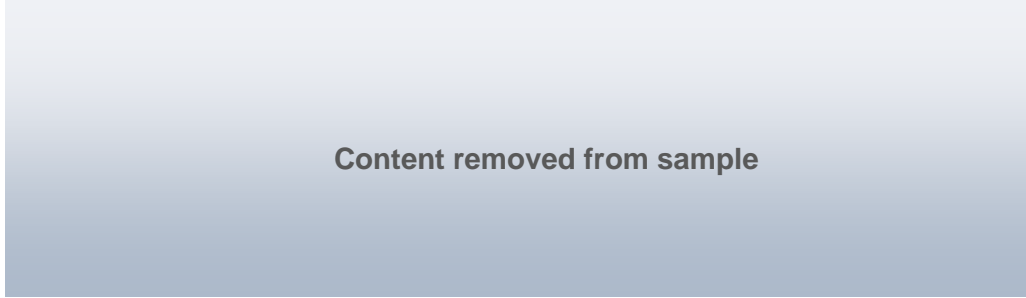
With daily life set to normalise during 2021, as more Americans are vaccinated against COVID-19, the stockpiling of baby food that happened in 2020 is very unlikely to reoccur...

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Contamination scares will lead to A heightened focus on packaging safety

During the review period, there were multiple recalls of milk formula products from major brands due to concerns regarding contaminated packaging. Whether proportionate or not, this



PACKAGING IN THE US - INDUSTRY OVERVIEW

EXECUTIVE SUMMARY

COVID-19 impact on packaging

Overall unit volumes of packaging increased during the COVID-19 pandemic. Consumers were prioritising packaged products, particularly in food, with previously unpackaged produce...

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Pandemic reverses long-term decline in fresh and shelf stable milk sales, boosting demand for rigid plastic and liquid cartons

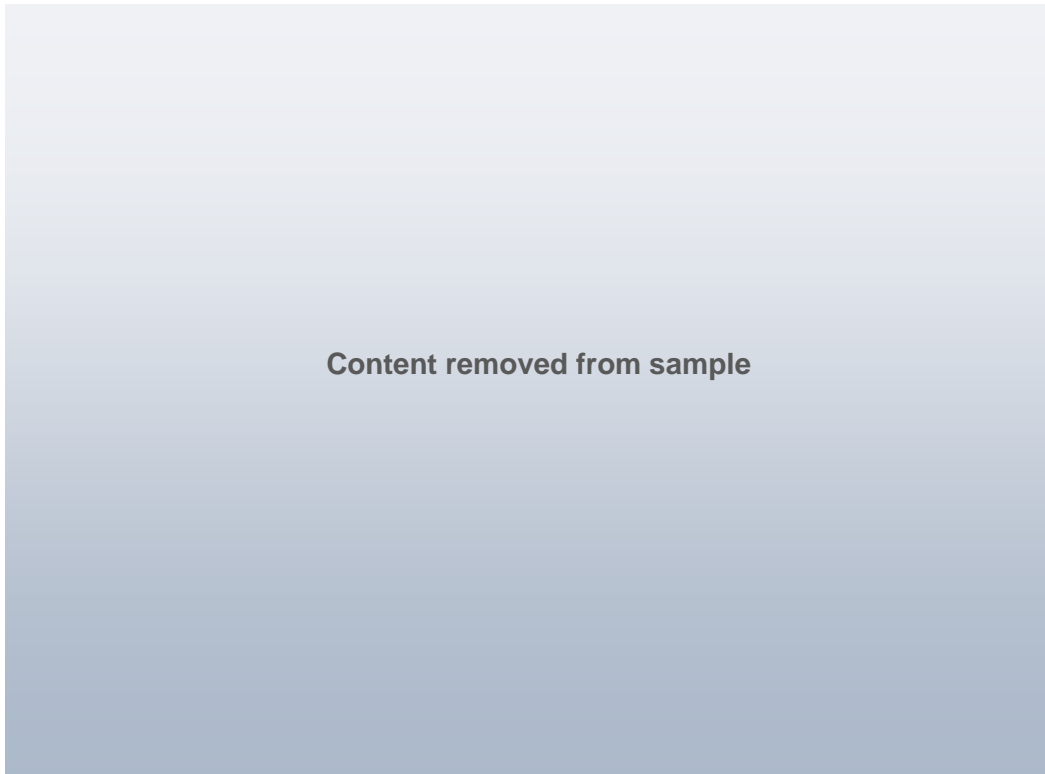
Rigid plastic remained the leading pack type in fresh milk. This pack type is usually available in large sizes of one litre and above. Unit demand had been in long-term decline until 2019...

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Pandemic disrupts soft drinks packaging recycling initiatives, but trend towards pet expected over the forecast period

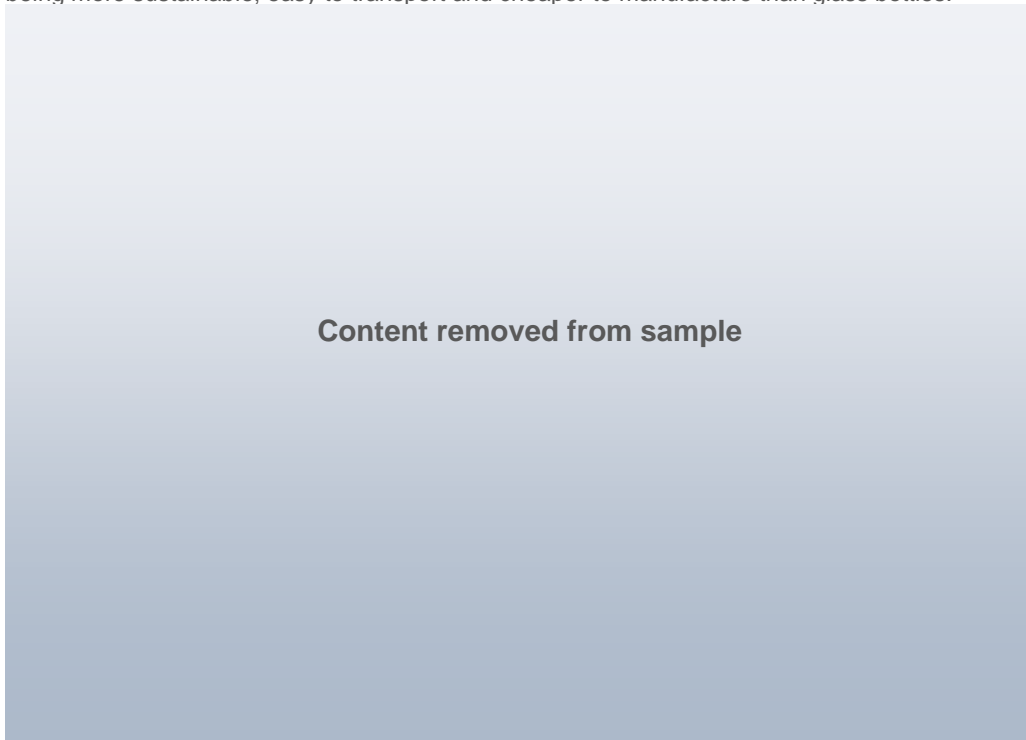
Although the COVID-19 pandemic hampered packaging recycling initiatives, such as the bottle bill (beverage container deposit regulations), in the majority of states in the...

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Metal beverage cans continue to take share from glass bottles in alcoholic drinks

Metal beverage cans continued gaining share from glass bottles in 2020, with cans seen as being more sustainable, easy to transport and cheaper to manufacture than glass bottles.



Consumers' concern for the planet rises in beauty and personal care during the pandemic

The worldwide pandemic saw the importance of caring for the planet increase among consumers as concerns about the environment bubbled up again quickly when COVID-19...

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Soaring e-commerce sales shape product and pack type preferences in home care

The fact that many consumers were advised to stay at home where possible during the pandemic resulted in a spike in e-commerce shopping across most industries in the US, with...

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PACKAGING LEGISLATION

US government reintroduces packaging bills in early 2021

With visible signs of emerging from the COVID-19 pandemic, plus the vaccination programme coming into full swing across the country, the US Government, in early 2021, reintroduced four...

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FTC lays out its "Made in USA" guidelines for packaging and products

The Federal Trade Commission (FTC) published its Made in USA (MUSA) guidelines in mid-2021, laying out the rules that allow for "Made in USA" labelling on packaging and products...

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Maine introduces Extended Producer Responsibility bill

Maine became first US state to bring into force an Extended Producer Responsibility (EPR) bill in 2021. The bill requires packaging manufacturers to pay an amount based on the net..

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RECYCLING AND THE ENVIRONMENT

Recycling Partnership and WWF team up on the US Plastics Pact

In 2021, The US Plastics Pact was launched, which is a collaborative project led by The Recycling Partnership and the World Wildlife Fund. The pact was launched as part of the...

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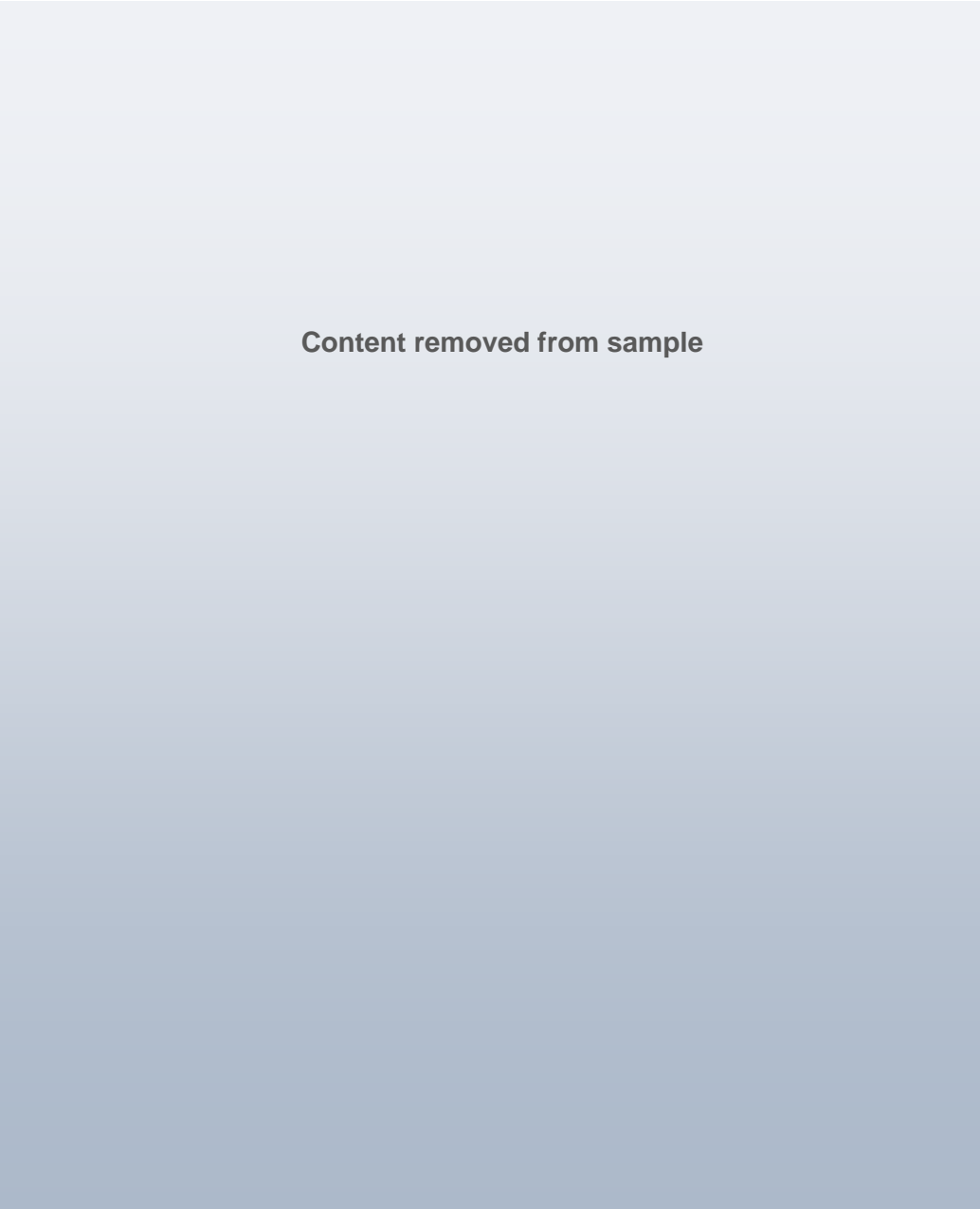
MRFF announces success of pilot project in flexible plastic recovery and recycling

Challenges remain for the sustainability movement, with the costs of processing recyclable packaging more acute in the light of the recession. Plastic films in particular present a...

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China's ban on waste imports leaves the US struggling with mixed plastics

The sudden shutdown of a massive market for US plastic waste when China halted waste imports in 2018 has forced the US to re-evaluate its generation and disposal of packaging...



Summary 1 Overview of Packaging Recycling and Recovery in the US: 2018/2019 and Targets for 2020

% of material recycled	2018	2019	2020 target
Glass	Data removed from sample		
Plastic			
Aluminium			
Paper			
Steel			

Source: <https://www.epa.gov/facts-and-figures-about-materials-waste-and-recycling/containers-and-packaging-product-specific-data>

<https://www.epa.gov/americanrecycles/us-national-recycling-goal>

<https://www.packworld.com/issues/sustainability/article/21403865/federal-packaging-legislation-proposed>

<https://recyclingpartnership.org/press-release-u-s-plastics-pact-launches-to-ignite-change-toward-circular-economy-for-plastic/#:~:text=%E2%80%9CTogether%2C%20through%20the%20U.S.%20Plastics,Ventures%20for%20The%20Recycling%20Partnership.&text=By%202025%2C%20all%20plastic%20packaging,reusable%2C%20recyclable%2C%20or%20compostable>

[plastic/#:~:text=%E2%80%9CTogether%2C%20through%20the%20U.S.%20Plastics,Ventures%20for%20The%20Recycling%20Partnership.&text=By%202025%2C%20all%20plastic%20packaging,reusable%2C%20recyclable%2C%20or%20compostable](https://recyclingpartnership.org/press-release-u-s-plastics-pact-launches-to-ignite-change-toward-circular-economy-for-plastic/#:~:text=%E2%80%9CTogether%2C%20through%20the%20U.S.%20Plastics,Ventures%20for%20The%20Recycling%20Partnership.&text=By%202025%2C%20all%20plastic%20packaging,reusable%2C%20recyclable%2C%20or%20compostable)

Note: US EPA publishes data of T-2 years, for example, in 2020, 2018 data would be displayed. Data for 2021 has not been published yet.