



Euromonitor
International

Baby Food Packaging in Canada

August 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Milk formula shortages and price hikes cut packaging volumes in 2024
Winpak's starch-based packs offer an eco-friendly option for baby food packaging
Aluminium/plastic pouches leads, while supply and sustainability pressures grow

PROSPECTS AND OPPORTUNITIES

Rising availability and evolving consumer preferences to boost baby food packaging volumes
Amid supply pressures, lightweight pack types and small pack sizes set to gain share

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EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
Plastic dominates food packaging, but sustainable alternatives are on the rise
Innovation and premium design revolutionise beverage packaging
Metal cans dominate while the bag-in-box format gains traction in alcoholic drinks
Cartons lead sustainable beauty as brands embrace premium finishes and recyclability
Refills and concentrates alternatives power the future of home care
Large packs maximise value in pet food, while small formats unlock entry for new brands

PACKAGING LEGISLATION

Canada advances towards zero plastic waste through national targets, refill models and investment in circular packaging systems

RECYCLING AND THE ENVIRONMENT

Extended producer responsibility enables circular packaging by funding collection and recovery
Clear labelling standards transform packaging transparency by banning misleading claims
Table 1 - Overview of Packaging Recycling and Recovery in Canada: 2022/2023 and Targets for 2024

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