



BABY FOOD

FROM JAR TO POUCH:
THE EVOLUTION OF
PACKAGING

A CINT 2017 REPORT



ABCPACKAGING
DIRECT
STANDUPPOUCHES.NET



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baby food packaging

For decades, pureed baby food has been packaged in a small glass jar. Baby food manufacturers have made their mark by placing a distinguishing label with unique iconography (think of the Gerber baby) fit snugly around the jar to allow their brands to stand out from competitors. However, as more millennials – the largest and most influential consumer demographic – become parents, the classic baby food packaging is evolving to meet changing concerns, desires and lifestyles.

Millennials increasingly seek out transparency from brands, and they look for creative designs and visual elements on the products they shop for. A small, paper label on a tiny jar can only communicate so much, which is partly why many leading baby food brands are embracing flexible stand up pouches with spout to package, protect and market their baby food.

Stand up pouches offer significantly more “retail space” for not only graphics, logos and designs, but also ingredients, nutritional content, serving suggestions and product formulation information to help parents make an educated decision about the products they’re selecting to feed their infants.

ABC Packaging Direct partnered with independent research firm Cint to survey more than 1,000 parents in the United States and determine which type of baby food packaging they prefer. The test analyzed consumer opinions on convenience, value, design, safety and overall appeal of certain baby food brands based on the appearance and structure of their packaging.



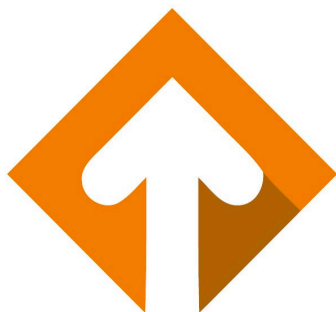
TEST RESULTS

Participating parents answered 15 questions pertaining to their preference toward two types of baby food packaging: the traditional glass jar with lid, and a flexible stand up pouch with spout.

Respondents were shown images of both types of packaging (as displayed in this report) and selected their answers based on their opinion of the packaging both in the images, as well as their encounters with the packaging in their daily lives.

Participants were able to answer questions privately and anonymously. They were also given the opportunity to provide additional comments on the glass jar, spouted stand up pouch or baby food in general upon completion of the test.

This report is intended to highlight current consumer preference for baby food packaging in an effort to guide today's brands toward selecting the type of container that best meets the needs of their customers, as well as properly contains and preserves their food products.



When asked, "How much influence does a product's packaging have on your decision to purchase that particular item?"

More than half of respondents (55%) said 'a lot.'

When asked, "How often do you buy baby food?"

The majority of respondents (80.42%) said 'every week.'

When asked, "How satisfied are you with the traditional glass baby food jar?"

52% of respondents said they were 'very satisfied.' 35% said they were 'somewhat satisfied.'



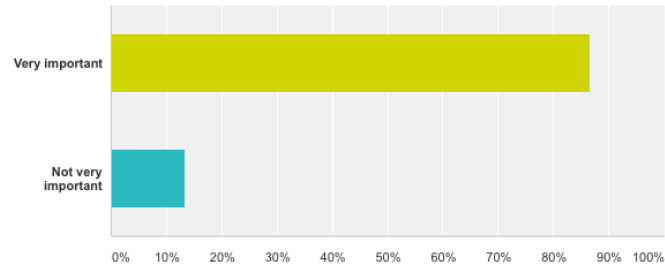
convenience + safety

Keeping children safe is every parent's #1 priority.

Today's moms and dads (particularly millennials) also seek out convenience in every facet of their lives. With so many goods and services available at the tap of a button, it's important for CPG brands to keep up with changing behaviors and desires. An overwhelming percentage of surveyed parents said stand up pouches with spout are not only a more convenient option for packaging baby food, they're also much safer than hard glass jars, which can break and shatter if dropped. Even the parents who determined they were initially 'very satisfied' with the glass jar selected stand up pouches with spout as the safer, more convenient option.

How important is it that your infant be able to consume his or her food on the go?

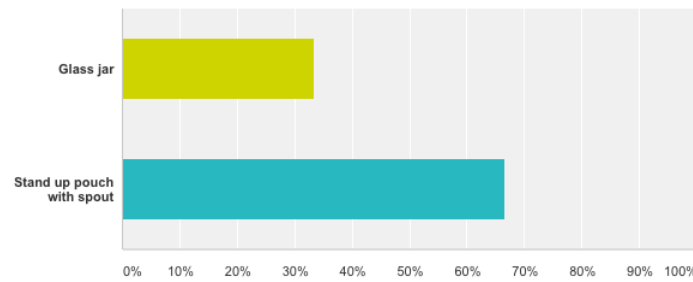
Answered: 1,007 Skipped: 5



Answer Choices	Responses
Very important	872
Not very important	135
Total	1,007

Which type of baby food packaging would be easiest to open?

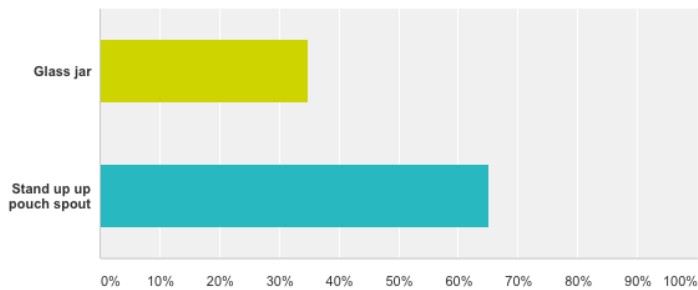
Answered: 1,002 Skipped: 10



Answer Choices	Responses
Glass jar	334
Stand up pouch with spout	668
Total	1,002

Which container is most convenient for you (and/or your family's) lifestyle/everyday use?

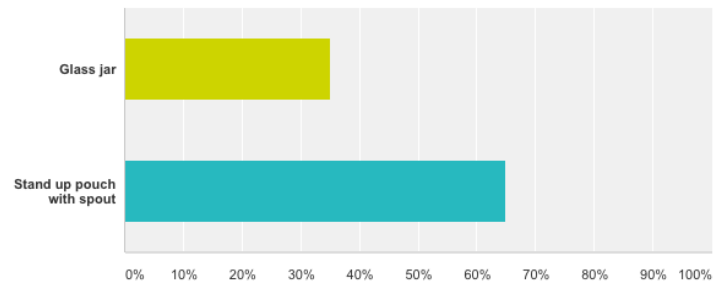
Answered: 1,001 Skipped: 11



Answer Choices	Responses
Glass jar	350
Stand up up pouch spout	651
Total	1,001

Which type of baby food packaging would be safest for your child?

Answered: 1,003 Skipped: 9



Answer Choices	Responses
Glass jar	351
Stand up pouch with spout	652
Total	1,003

differentiation + design

More than 85% of respondents said the spouted pouch was 'very different/unique' compared to the glass jar.



The majority of respondents (73.61%) said the stand up pouch with spout would stand out more on the shelf of their favorite grocery store compared to the glass jar.



More than half (60.40%) of parents participating in this test said they like the stand up pouch with spout best for baby food packaging compared to other options.



freshness + value



While the majority of respondents felt comfortable with a glass jar's ability to keep baby food fresh, more than 34% of respondents still felt the stand up pouch with spout would prolong the freshness and shelf life of the product inside.



More respondents (52.73%) said the stand up pouch with spout would add the most value to them as a consumer, compared to a glass jar.



Spouted stand up pouches have 9x's less impact on Mother Earth:

- 9x's less warehouse space
- 9x's less landfill space
- 9x's less wood for pallets
- Pouches use 40% of the amount of plastic
- Pouches provide customize-able panels to educate your customers
- Pouches are an eco-friendly packaging solution!

decision-making



When asked, "Would you replace the traditional jar baby food you normally buy with baby food packaged in a pouch that stands up on its own?"

The overwhelming majority of respondents (82.76%) said 'yes.'



When asked, "How willing are you to try a new brand of baby food if it was packaged in a flexible pouch rather than a glass jar?"

The majority (70.90%) of respondents said they would be 'very willing,' opposed to only 3.18% who said they were not at all willing.

"The pouch with the spoon is a really good idea and very convenient!"

"I have used pouches to feed my baby before, and while he can't feed himself from the pouch yet, I feel more at ease carrying the pouch as opposed to breakable glass. I like that I can squeeze out exactly what I want to feed my baby. It is easier for me than trying to measure it out with a spoon. I do buy the squeeze [pouches] for their convenience, and they often have baby food choices that I do not find in traditional containers very often."

"I absolutely LOVE the pouches! They are easier for me, and my baby loves to hold them herself AND even my bigger kids and myself enjoy them as treats once in a while! They are like healthy smoothies- for any age- easy to pick a great flavor we love, and easy to refrigerate or not, easy to take on the go, healthy snack! I love it."



GLASS JAR VS. STAND UP POUCH WITH SPOUT

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"Love the squeeze pouch!"

"I used to use the glass jar, but having a pouch that my son can feed himself gives me freedom and gives him independence."

"I use both jars and pouches for both my babies and prefer pouches, even for homemade cereal or food, i spend more to buy brands who package in pouches because it is easier, faster and travels better."

"The pouches are very convenient, and I would not buy a glass jar if a pouch were available."

"When my kids were younger and I spoon fed them I didn't care that the food came in a glass jar. I probably preferred it. Now that they are older it is easier to give them pouches because they can eat them on their own."

"I like the pouch 'cause when my baby drops it, I'm not worried about him getting hurt, and the pouch he can use safely on his own."

"I like the stand up [pouches] better because they are easier to take out and about."

"The pouch is easier to store in the pantry. It takes up less space. It is also easier to carry in from the car after a grocery trip because it is not as bulky."

"Please make the pouches see through on the back maybe so we can see how the baby food inside is and make sure there's no issues with it."



PARTICIPANT DEMOGRAPHICS

Total # of Survey Respondents: 1,012

RESPONDENTS ARE:

- Primary household shoppers OR split shopping duties with partner
- Regularly purchase already prepared baby food
- Male OR Female
- Mother OR Father
- Parents of children under 18 years old
- Raise one, two, three, four or more children
- Residents of the United States



BUY BRANDS LIKE:

- Baby's Best
- Beech-Nut
- Gerber
- Heinz
- Plum Baby
- Supermarket brand



CONCLUSION

Today's parent is tech savvy, active and more connected than ever. The ease of finding information at the tap of a button or click of a mouse means modern moms and dads are also educated, curious and constantly researching what is best for their children. Because so many options are presented to them on a daily basis, getting a consumer to become loyal to one particular brand is harder than ever. Companies, especially those manufacturing and selling products for babies, not only have to draw customers in with creative marketing and advertising techniques, they also have to convince shoppers that their goods are safe, healthy and beneficial for little ones.



Through the series of surveys and tests, more than 1,000 parents were asked about baby food and which type of packaging they would prefer to see the product packaged in. The majority of parents said they purchase baby food every week, which means brands have countless opportunities to draw shoppers to their new products... *if they're willing to think outside the box.* (Or, in this case, the traditional glass jar.) Flexible packaging has proven to be a more convenient, cost-effective and sustainable alternative to traditional containers. Think of it as the "evolution of packaging" – pouches can be customized to meet most every need and can be produced in a vast range of sizes, shapes and structures to not only fit a product best and continue brand recognition, but also to fit into the lifestyles of today's consumers.

Rigid packaging is just that – *rigid*. It only offers so much "retail space" for companies to display their unique branding, and designers can only get so creative with the classic square cardboard box, cylindrical glass jar or plastic gallon jug. Flexible pouches, on the other hand, offer more opportunities for brands to build trust with consumers (through educational text printed right on the outside of the package) and draw them in with visual communication elements (like logos, graphics, photos and even the shape of the entire package).

Many baby food brands are already embracing spouted pouches for their products, as they are safer than glass jars, they offer convenience to busy parents who need to feel their children on the go and they can be printed in fun colors, shapes and sizes to appeal to babies and toddlers. They can easily fit into diaper bags and home pantries much better than heavy rigid containers, and they're a cost effective solution for manufacturers as well.

According to research conducted by [The Flexible Packaging Association and Packaging World](#), 58% of surveyed brands that have already transitioned to flexible product packaging intend to use more in the future. Among those who increased their use of flexible packaging, reasons cited most frequently for the shift were reduced production cost (49%) and shipping/transportation efficiencies (45%). Brand owners also said convenience (45%) and fitting consumer lifestyle trends (39%) are benefits that influenced them to transition to flexible packaging.

need baby food packaging now?



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for your custom printed project.

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Visit Store.StandUpPouches.net to order a case of all-clear spouted stand up pouches

[Learn more](#) about custom-printed, FDA-approved, flexible baby food packaging

[Watch a quick video](#) to learn how to fill a spouted stand up pouch with your product

[Contact](#) the team at ABC Packaging Direct, home of StandUpPouches.net, to learn more about your flexible retail packaging options



easy as 1...2...3 E's of

BABY FOOD PACKAGING



EXPENSE

Traditional baby food jars are expensive! Save money with stand up pouches



EXPANSE

Jars take up much more room in storage and on shelves than pouches



ENVIRONMENT

Stand up pouches are landfill friendly -- take up far less space in landfills than jars

Evolution of Baby Food Packaging

