

Australia Permanently Bans Baby Bottle Self-feeding Devices

Permanent Ban

The "Consumer Goods (**Baby Bottle Self-feeding Devices**) Permanent Ban 2026" has been published in the Australian Government's Federal Register of Legislation on 25 May 2026.

As a result of the ban, it is illegal to supply or offer to supply "baby bottle self-feeding devices" in Australia. It is also illegal to manufacture, possess, or have control of a banned product.

Businesses must not manufacture, advertise or sell baby bottle self-feeding devices. Significant penalties may apply for non-compliance.



Reasons for the Ban

Baby bottle self-feeding devices pose an unacceptable **risk of injury or death to infants as a result of choking, suffocation and aspiration**, as babies do not have the ability to regulate the flow of milk or remove the bottle from their mouth themselves.

Products Covered by the Ban

The banned item: **baby bottle self-feeding device** is defined in the legislation as a product that:

- is designed to allow a baby to feed from a bottle without another person holding the bottle; and
- is designed to do so:
 - a. by supporting the position of the bottle; or,
 - b. by means of a straw, tube or similar device (or something attached to a straw, tube or similar device).

However, a product is **not a baby bottle self-feeding device** if:

- the product has a tube; and,
- the baby cannot be fed using the product without the baby being held by another person.

Effective Date

26 May 2026, which was the day after this legislation is registered.

References

<https://www.legislation.gov.au/F2026L00610/asmade/text>

<https://www.accc.gov.au/media-release/permanent-ban-on-baby-bottle-self-feeding-devices-now-in-effect>

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