

Global Fresh Meat Packaging Market Size Study, by Material (Plastic {Polyethylene (PE), Polyvinyl Chloride (PVC), Polystyrene (PS), and Others}, Paperboard, and Others), by Technology (Vacuum Skin Packaging, Thermoforming, Modified Atmosphere Packaging, and Others), by Product Type (Bags & Pouches, Films & Laminates, Trays, and Others), by Meat Type (Beef, Pork, Chicken, and Others), and Regional Forecasts 2022-2032

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Abstracts

The Global Fresh Meat Packaging Market is valued at approximately USD 49.19 billion in 2023 and is anticipated to grow at a compound annual growth rate (CAGR) of 6.42% over the forecast period from 2024 to 2032. Fresh meat packaging solutions are pivotal in preserving the quality and extending the shelf life of meat products, meeting the demands of modern supply chains and consumer expectations. Leveraging innovative technologies such as vacuum skin packaging and modified atmosphere packaging, these solutions play a vital role in maintaining product freshness and safety across distribution networks.

The surge in demand for convenient and durable packaging, driven by growing urbanization and changing consumer lifestyles, underpins the market's growth trajectory. The increasing adoption of plastic materials, notably polyethylene and polyvinyl chloride, provides durability and flexibility for varied packaging applications. At the same time, the focus on sustainability is spurring investments in eco-friendly alternatives like recyclable and biodegradable materials. However, the fluctuating costs of raw materials and stringent regulatory frameworks pose significant challenges to

market expansion. Nevertheless, advancements in packaging technologies, such as intelligent packaging solutions with real-time freshness indicators, offer lucrative opportunities for industry stakeholders.

Regionally, North America dominates the fresh meat packaging market, supported by a well-established meat processing industry and rising consumer preferences for high-quality packaged meat. Europe follows closely, benefiting from stringent food safety regulations and the growing trend of sustainable packaging practices. Meanwhile, the Asia-Pacific region is projected to exhibit the fastest growth, fueled by rapid population growth, urbanization, and increasing disposable incomes in countries like China, India, and South Korea.

Major market players included in this report are:

Sealed Air Corporation

Amcor plc

Wipak Ltd.

Coveris Management GmbH

Berry Global Group, Inc.

Mondi Group

Smurfit Kappa Group

Bemis Company, Inc.

Reynolds Group Holdings Limited

Linpac Packaging Limited

Flexopack S.A.

Kureha Corporation

Huhtamaki Oyj

DuPont de Nemours, Inc.

Cascades Inc.

The detailed segments and sub-segment of the market are explained below:

By Material:

Plastic

Polyethylene (PE)

Polyvinyl Chloride (PVC)

Polystyrene (PS)

Others

Paperboard

Others

By Technology:

Vacuum Skin Packaging

Thermoforming

Modified Atmosphere Packaging

Others

By Product Type:

Bags & Pouches

Films & Laminates

Trays

Others

By Meat Type:

Beef

Pork

Chicken

Others

By Region:

North America:

U.S.

Canada

Europe:

UK

Germany

France

Spain

Italy

Rest of Europe

Asia Pacific:

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

Latin America:

Brazil

Mexico

Middle East & Africa:

Saudi Arabia

South Africa

Rest of Middle East & Africa

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and regional-level analysis for each market segment.

Detailed analysis of geographical landscapes with country-level insights for major regions.

Competitive landscape with detailed information on major players in the market.

Analysis of key business strategies and recommendations for future market approaches.

Examination of competitive market structures.

Demand-side and supply-side analysis of the market.

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