

# Meals and Soups Packaging in Colombia

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## Abstracts

The decline in meals and soups packaging in Colombia in 2022 was due to changing customer preferences, seeing them looking for healthier meal solutions as consumers become better informed about nutrition. Consumers now place a higher priority on utilising fresh ingredients and making meals from scratch as a result of the growing home-cooking trend. A move away from pre-packaged solutions was also motivated by environmental worries over packaging waste, since single-use containers are thought to...

Euromonitor International's Meals and Soups Packaging in Colombia report offers insight into key trends and developments driving packaging across the category. The report also examines trends and prospect for various pack types and closures: metal packaging, rigid plastic, glass, liquid cartons, paper-based containers; flexible packaging.

Product coverage: Food Kits, Pizza, Prepared Salads, Ready Meals, Soup.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Meals and Soups Packaging market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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February 2024

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KEY DATA FINDINGS

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Shifting consumer preferences drive a decline in meals and soups packaging in 2022  
Flexible aluminium/plastic popular for on-the-go consumption  
The 250g pack size is popular as it aids in portion management

### **PROSPECTS AND OPPORTUNITIES**

Flexible plastic expected to continue gaining share due to its convenience  
The 580g pack size is forecast to grow due to the bulk-buying habits of Colombians

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