

# Meals and Soups Packaging in South Africa

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## Abstracts

In South Africa, dry soup is well-liked as it is a strong option in areas with inconsistent access to energy or refrigeration, since it can be stored for long periods of time without refrigeration. Flexible plastic and folding cartons are frequently used to package dry soup. Flexible plastic pouches offer packaging that is both airtight and moisture-resistant, preserving the product's quality and shelf life. Folding cartons, on the other hand, offer sturdy and attractive packaging that can stand...

Euromonitor International's Meals and Soups Packaging in South Africa 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Meals and Soups Packaging in South Africa  
Euromonitor International  
February 2024

### **LIST OF CONTENTS AND TABLES**

MEALS AND SOUPS PACKAGING IN SOUTH AFRICA  
KEY DATA FINDINGS

### **2022 DEVELOPMENTS**

Flexible packaging preferred for dry and chilled soup in South Africa  
Brands tend to focus on packaging solutions that offer flexibility to consumers  
Folding cartons continue to benefit from increasing demand for ready meals

### **PROSPECTS AND OPPORTUNITIES**

Use of flexible plastic is set to further grow as it reduces transportation costs  
Demand for 350g pack size in ready meals likely to rise as it is convenient for all households

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