

Processed Meat and Seafood Packaging in Brazil

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Abstracts

Processed meat and seafood packaging recorded a substantial spike in its unit volume growth rate in 2020, which continued in 2021, as consumers spent more time at home during the COVID-19 pandemic, and so cooked and ate a higher proportion of their daily meals in their own home. Like fresh meat, most processed meat is sold in transparent plastic, due to the lower cost, easier transportation and resistance to freezing.

Euromonitor International's Processed Meat and Seafood Packaging in Brazil 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: Meat and seafood substitutes inc Tofu, Processed Meat, Processed Seafood.

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

Why buy this report?

Get a detailed picture of the Processed Meat and Seafood 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.

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2021 DEVELOPMENTS

Processed meat still generally comes in flexible plastic

Meat substitutes continue to record strong growth, driving the usage of flexible plastic

Brazilian processed meat and seafood packaging relatively unaffected by sustainability trends

PROSPECTS AND OPPORTUNITIES

Meat and seafood substitutes will continue seeing double-digit growth over the forecast period

Convenient pack types for processed products could help attract consumers away from fresh meat

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