

Processed Meat and Seafood Packaging in Germany

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Abstracts

The outbreak of COVID-19 leads to growth in 2020, whereas a decline had been in place previously across the full review period. This uplift in growth was linked to home seclusion and stockpiling behaviour, with consumers keen to have a supply of food in the household. This was due to many fearing that COVID-19 would impact supply chains in the country, while others wanted a stock of food in case they needed to isolate for a period of time. As such, this boosted packaging growth in processed meat...

Euromonitor International's Processed Meat and Seafood Packaging in Germany 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.

Data coverage: Meat Substitutes, 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.

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Thin wall plastic containers gain sales, benefiting from convenience

A focus on sustainability creates challenges and opportunities on the landscape

RECOVERY AND OPPORTUNITIES

Ongoing decline, as consumers support local butchers and meat-free diets grow

Focus on animal welfare and sustainability shapes labelling across the forecast period

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