

Processed Meat and Seafood Packaging in Hong Kong, China

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Abstracts

COVID-19 drove a surge in retail volume sales of processed meat and seafood in Hong Kong during 2020. Fearing supply chain disruption during the early stages of the pandemic, many consumers rushed to stock up on products with a long shelf life, with frozen and shelf stable meat among the main beneficiaries of this. For much of the review period, retail volume sales of processed meat had been in decline due to increasing concerns about the healthiness of these products. As a result of this growth...

Euromonitor International's Processed Meat and Seafood Packaging in Hong Kong, China 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.

Contents

PROCESSED MEAT AND SEAFOOD PACKAGING IN HONG KONG, CHINA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Shelf stable products, and their metal food cans, after leading the charge in 2020, are also in the vanguard of the retreat in 2021

Meat and seafood substitutes the most dynamic product over the review period as a whole

Secondary packaging grows in popularity, as manufacturers seek to make their brands more visually appealing

PROSPECTS AND OPPORTUNITIES

Meat and seafood substitutes set fair for further growth

Metal food cans in shelf stable meat will be in decline over the forecast period

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