

Processed Meat and Seafood Packaging in Malaysia

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Abstracts

COVID-19 led to a surge in demand for processed meat and seafood packaging during 2020, as lockdown measures meant consumers were spending more time at home and preparing and eating more meals there. The fact that foodservice outlets were forced to close for an extended period also played a role in this. Frozen processed meat, frozen processed seafood and shelf stable seafood were the biggest beneficiaries of this. Flexible plastic is the dominant type of packaging for frozen processed meat, wit...

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

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After the boost to sales due to more home-cooking in 2020, growth returns to “normal” rates in 2021

Contamination scares continue to weigh on demand for metal food cans in shelf stable products

Rigid plastic and paper-based containers growing in importance as manufacturers look for their products stand out on store shelves

PROSPECTS AND OPPORTUNITIES

Further growth expected for both rigid and flexible plastic

Increasing consumer interest in sustainability will boost demand for recycled packaging

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