

Processed Meat and Seafood Packaging in China

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Abstracts

COVID-19 lockdowns across the course of 2022 kept Chinese consumers at home more than usual at times over the year, increasing home cooking occasions and, consequently, demand for processed meat and seafood. Hotpot items such as lamb and beef enjoyed strong demand as they represent traditional Chinese cuisine. However, the sudden enforcement of lockdowns as the Omicron variant moved into new areas of the country did not give consumers a chance to stockpile processed meat and seafood products. As...

Euromonitor International's Processed Meat and Seafood Packaging in 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.

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Flexible plastic is the dominant pack type in processed meat and seafood

PROSPECTS AND OPPORTUNITIES

Strong shelf stable seafood performance will help metal food cans gain share in processed meat and seafood

Environmental concerns will reduce the consumption of single-use plastic and drive the development of other pack types

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