

Processed Meat and Seafood Packaging in India

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Date: September 2023

Pages: 8

Price: US\$ 990.00 (Single User License)

ID: PD69C7C91795EN

Abstracts

With the resumption of busy lives following the pandemic, consumers in India's urban centres are increasingly looking for convenient and time-saving packaged food products. While India has traditionally consumed fresh meat, rapid urbanisation and less free time to spend cooking are driving demand for processed meat products. As such, in 2022, packaging unit volume sales of flexible plastic and folding cartons saw significant growth over the previous year. Flexible plastic is inexpensive, provide...

Euromonitor International's Processed Meat and Seafood Packaging in India 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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Euromonitor International
February 2024

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Convenience trends drive demand in processed meat and seafood

Smaller pack sizes dominate the Indian market

Metal food cans remains a minor pack type due to the limited demand for shelf stable meat and seafood

PROSPECTS AND OPPORTUNITIES

Small pack sizes will continue to lead packaging unit volumes in processed meat and seafood

Flexible plastic will remain the dominant pack type

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