

# Processed Meat and Seafood Packaging in Hong Kong, China

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## Abstracts

Flexible plastic, which is the main pack type in both frozen and chilled meat and seafood products, was gaining unit volume share in overall processed meat and seafood packaging. Flexible plastic is a popular packaging format as it is lightweight, easy to open and mostly has the option of being resealed. In addition, Hong Kong residents often live in small apartments with limited storage space, and flexible plastic packaging allows for good portion control. This pack type is also inexpensive to...

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.

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Euromonitor International  
February 2024

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PROCESSED MEAT AND SEAFOOD PACKAGING IN HONG KONG, CHINA  
KEY DATA FINDINGS

### **2022 DEVELOPMENTS**

Flexible plastic popular in chilled and frozen products for its customisation and versatility  
Metal food cans continue to dominate shelf stable products due to their preservation qualities

Thin wall plastic containers popular for the convenience they offer

### **PROSPECTS AND OPPORTUNITIES**

The 300g pack size is expected to gain share over the forecast period  
Meat and seafood substitutes will continue to be the most dynamic product area

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