

# Processed Meat and Seafood Packaging in the Philippines

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## Abstracts

The various COVID-19 measures and restrictions introduced during the pandemic resulted in very strong growth in sales of processed meat and seafood in 2020. In addition to the requirement for consumers to stay indoors for much of the time during the official quarantine lockdown periods, many people were reluctant to spend time outside of the home due to fears of contagion. There were also foodservice closures, all of which added up to more home cooking, with Filipinos looking to processed meat a...

Euromonitor International's Processed Meat and Seafood Packaging in Philippines 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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KEY DATA FINDINGS

### **2022 DEVELOPMENTS**

Flexible plastic remains the main pack type in chilled and frozen products  
Metal food cans are used for processed meat due to their protective features  
Transparency is a factor in why glass jars are popular for processed seafood

### **PROSPECTS AND OPPORTUNITIES**

Smaller pack sizes are likely to remain in demand as they are convenient  
Brands are likely to focus on lightweight pack types like flexible plastic

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