

Processed Meat and Seafood Packaging in Italy

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Abstracts

In 2022, packaging volumes of thin wall plastic containers used in chilled processed meat increased as they are durable and cost-effective. Moreover, the heightened awareness of food safety and hygiene standards saw manufacturers adopting packaging solutions that offer enhanced product protection and shelf life. Many brands have therefore focused primarily on thin wall plastic containers as they help to maintain the freshness and integrity of chilled processed meat products throughout the supply...

Euromonitor International's Processed Meat and Seafood Packaging in Italy 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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2022 DEVELOPMENTS

Durability is a major factor why thin wall plastic containers are being increasingly used by brands

Flexible plastic and plastic pouches gaining share in chilled processed seafood thanks to their convenience

Blister and strip packs continue their rapid emergence in chilled processed meat

PROSPECTS AND OPPORTUNITIES

Cost-effectiveness is expected to drive the usage of thin wall plastic containers

Sustainability concerns are likely to impact the usage of metal food cans

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