

# Ready Meals Packaging in Argentina

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## Abstracts

Prior to COVID-19 arriving in Argentina, consumers had already been facing an economic crisis, with extremely high inflation rates. As a result, the further economic contraction caused by the closure of businesses and the implementation of social distancing safety regulations during the COVID-19 pandemic hit consumers in Argentina particularly hard. Consumption of frozen pizza and frozen ready meals had already been falling for a number of years due to the heightened price sensitivity of consume...

Euromonitor International's Ready Meals Packaging in Argentina 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:** Chilled Lunch Kits, Chilled Pizza, Chilled Ready Meals, Dinner Mixes, Dried Ready Meals, Frozen Pizza, Frozen Ready Meals, Prepared Salads, Shelf Stable Ready Meals.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Ready Meals 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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#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Ready meals packaging begins to grow again in 2021 after being hit by COVID-19 restrictions a year earlier

Dried ready meals in demand

Manufacturers opt for low-cost pack types to prevent price rises

#### PROSPECTS AND OPPORTUNITIES

Ready meals to see positive growth over the forecast period, benefiting folding cartons and flexible plastic

Demographic and lifestyle shifts drive convenience trend

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