

Ready Meals Packaging in Australia

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Abstracts

Many areas of ready meals packaging saw strong growth in 2020 when the pandemic hit Australia, with most of them recording an improved year-on-year performance. The COVID-19 pandemic saw foodservice closures and other restrictions, with many consumers spending more time at home. Ready meals offered a convenient option for those seeking a tasty meal without wishing to put any great amount of effort into food preparation and were also used to offer a treat for those unable or unwilling to visit co...

Euromonitor International's Ready Meals Packaging in Australia 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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2021 DEVELOPMENTS

COVID-19 pandemic offers a boost to shelf stable ready meals packaging

Demand for on-the-go prepared salads declines, but health and wellness trend helps maintain growth

Folding cartons and flexible plastic benefit from strong demand for dinner mixes

PROSPECTS AND OPPORTUNITIES

Prepared salads, and thin wall plastic containers, to benefit from the health and wellness trend

Dinner mixes growth will help drive usage of folding cartons and flexible packaging

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