

Ready Meals Packaging in France

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Abstracts

The overall ready meals category reacted in two ways during 2020 when the COVID-19 pandemic, along with the restrictions aimed at containing the spread of the virus, first hit France. Most categories saw a boost to their sales and therefore also their packaging unit volumes in this year, given home seclusion, mobility restrictions and foodservice closures, while prepared salads and chilled lunch kits were negatively impacted by office and school closures as well as the general reduction in the n...

Euromonitor International's Ready Meals Packaging in France 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.

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The rise of healthy ready meals products leads to an increase in transparent packaging

PROSPECTS AND OPPORTUNITIES

Health and wellness trends support the growth of prepared salads packaging

Frozen and shelf stable ready meals will underperform due to a negative health perception

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