

Fresh Meat Packaging Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

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Abstracts

The Global Fresh Meat Packaging Market is valued at USD 3.1 billion in 2024 and is expected to expand at a steady CAGR of 4.1% from 2025 to 2034, driven by the increasing demand for advanced and sustainable packaging solutions. As consumer expectations shift towards eco-friendly practices, manufacturers are striving to meet these demands while ensuring product quality and freshness. The meat packaging industry is undergoing significant transformation, with a strong focus on enhancing food safety, prolonging shelf life, and aligning with global sustainability efforts. This shift is being fueled by the adoption of innovative materials and technologies, including recyclable films, biodegradable plastics, and smart packaging solutions with tracking and monitoring capabilities. The trend toward greener alternatives is not only a response to consumer demand but also a strategic effort to adhere to evolving regulatory standards and reduce environmental impact.

The market for fresh meat packaging is categorized into plastic, paper & paperboard, metal, and others. In 2024, the plastic segment dominated the market, capturing a 61.1% share. This is largely due to advancements in recyclable and biodegradable plastic materials that help extend the freshness of meat while minimizing environmental harm. Technologies such as vacuum-sealed packaging and modified atmosphere packaging (MAP) are becoming increasingly popular. These technologies not only preserve meat quality but also reduce the overall environmental footprint as companies work to balance product freshness with sustainability goals. The growing shift toward recyclable cling films also indicates a broader movement in the packaging industry toward environmentally conscious materials.

The fresh meat packaging market is further segmented into poultry, seafood, beef, pork,

and others. Among these, the beef segment is projected to experience the highest growth, with an anticipated CAGR of 4.5%, reaching USD 1.5 billion by 2034. The rise in demand for packaging solutions that enhance both product freshness and consumer convenience is a major factor driving growth in this segment. Innovations such as vacuum-sealed packaging and MAP technologies are gaining traction, catering to the increasing demand for sustainable and functional packaging. Consumers' heightened focus on sustainability is leading to a growing preference for recyclable and compostable materials in meat packaging, further shaping industry trends. Transparency in product sourcing and eco-friendly packaging solutions is expected to continue to influence the meat packaging industry.

In North America, the fresh meat packaging market holds a 29.5% share as of 2024, with the United States leading the way in adopting sustainable packaging solutions. The demand for recyclable plastics, biodegradable films, and plant-based packaging alternatives is on the rise. In addition, the use of smart packaging features such as freshness indicators and QR codes for traceability is becoming more popular, enhancing the safety, convenience, and transparency of meat products. These innovations are not only meeting consumer demand but also supporting industry efforts to reduce the carbon footprint of packaging materials.

Contents

CHAPTER 1 METHODOLOGY & SCOPE

- 1.1 Market scope & definitions
- 1.2 Base estimates & calculations
- 1.3 Forecast calculations
- 1.4 Data sources
 - 1.4.1 Primary
 - 1.4.2 Secondary
 - 1.4.2.1 Paid sources
 - 1.4.2.2 Public sources

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry synopsis, 2021-2034

CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
 - 3.1.1 Factor affecting the value chain
 - 3.1.2 Disruptions
 - 3.1.3 Future outlook
 - 3.1.4 Manufacturers
 - 3.1.5 Distributors
- 3.2 Profit margin analysis
- 3.3 Key news & initiatives
- 3.4 Regulatory landscape
- 3.5 Impact forces
 - 3.5.1 Growth drivers
 - 3.5.1.1 Increasing demand for recyclable cling films for sustainable packaging
 - 3.5.1.2 Growing consumer preference for fresh and hygienic meat products
 - 3.5.1.3 Rising disposable income and changing dietary preferences
 - 3.5.1.4 Innovations in materials offering better barrier properties
 - 3.5.1.5 Rising demand for vacuum and modified atmosphere packaging (MAP)
 - 3.5.2 Industry pitfalls & challenges
 - 3.5.2.1 High cost of advanced and sustainable packaging materials
 - 3.5.2.2 Competition from alternative protein products reducing demand for fresh meat
- 3.6 Growth potential analysis

3.7 Porter's analysis

3.8 PESTEL analysis

CHAPTER 4 COMPETITIVE LANDSCAPE, 2024

4.1 Introduction

4.2 Company market share analysis

4.3 Competitive positioning matrix

4.4 Strategic outlook matrix

CHAPTER 5 MARKET ESTIMATES & FORECAST, BY MATERIAL TYPE, 2021-2034 (USD BILLION & KILO TONS)

5.1 Key trends

5.2 Plastic

5.2.1 Polyethylene (PE)

5.2.2 Polyvinyl chloride (PVC)

5.2.3 Polystyrene (PS)

5.2.4 Others

5.3 Paper & paperboard

5.4 Metal

5.5 Others

CHAPTER 6 MARKET ESTIMATES & FORECAST, BY MEAT TYPE, 2021-2034 (USD BILLION & KILO TONS)

6.1 Key trends

6.2 Beef

6.3 Pork

6.4 Poultry

6.5 Seafood

6.6 Others

CHAPTER 7 MARKET ESTIMATES & FORECAST, BY PACKAGING FORMAT, 2021-2034 (USD BILLION & KILO TONS)

7.1 Key trends

7.2 Trays

7.3 Bags & pouches

7.4 Wraps & films

7.5 Lidding films

7.6 Others

CHAPTER 8 MARKET ESTIMATES & FORECAST, BY PACKAGING TECHNOLOGY, 2021-2034 (USD BILLION & KILO TONS)

8.1 Key trends

8.2 Modified atmosphere packaging

8.3 Vacuum skin packaging

8.4 Vacuum thermoformed packaging

8.5 Case-ready packaging

8.6 Active packaging

8.7 Others

CHAPTER 9 MARKET ESTIMATES & FORECAST, BY REGION, 2021-2034 (USD BILLION & KILO TONS)

9.1 Key trends

9.2 North America

9.2.1 U.S.

9.2.2 Canada

9.3 Europe

9.3.1 UK

9.3.2 Germany

9.3.3 France

9.3.4 Italy

9.3.5 Spain

9.3.6 Russia

9.4 Asia Pacific

9.4.1 China

9.4.2 India

9.4.3 Japan

9.4.4 South Korea

9.4.5 Australia

9.5 Latin America

9.5.1 Brazil

9.5.2 Mexico

9.6 MEA

- 9.6.1 South Africa
- 9.6.2 Saudi Arabia
- 9.6.3 UAE

CHAPTER 10 COMPANY PROFILES

- 10.1 Amcor
- 10.2 Berry Global
- 10.3 Bollore
- 10.4 Coveris
- 10.5 DS Smith
- 10.6 Easypak
- 10.7 Faerch
- 10.8 Multivac
- 10.9 Pactiv Evergreen
- 10.10 Point Five Packaging
- 10.11 Sealed Air
- 10.12 Sealpac International
- 10.13 Smurfit Kappa
- 10.14 Ulma Packaging
- 10.15 Uniflex Packaging
- 10.16 Winpak
- 10.17 Wonder Packagings

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