

# Fresh Meat Packaging - Global Market Outlook (2017-2023)

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## Abstracts

According to Statistics MRC, the Global Fresh Meat Packaging Market is accounted for \$1.96 billion in 2016 and expected to grow at a CAGR of 2.7% to reach \$2.37 billion by 2023. Factors such as increasing shelf-life of the product, improved standard of living, and sustainable benefits of flexible films over rigid packaging and advancement in the packaging technology are driving the market growth. However, Environmental issues such as recyclability and sustainability and health concerns are some of the factors that are hampering market growth. Manufacturers adopting eco-friendly techniques for meat packaging is a key trend observed by the market.

The beef segment dominated the Meat Type market segment followed by poultry because of increasing consumption of beef across the world. On the basis of packaging material, the (Ethylenvinyl Alcohol) EVOH segment is anticipated to grow at the highest CAGR during the forecast period. MAP segment is observed to grow significantly during the forecast period. The 7-layer segment dominated the market, followed by 5-layer segment over the forecast period. North America is the largest market followed by Europe. Asia pacific is anticipated to grow lucratively due to rising disposable income along with rise in the consumption of meat products.

Some of the key players in Global Fresh Meat Packaging market are Berry Plastic Group, Inc., Multivac Sepp Hagenmüller GmbH & Co.KG, Bemis Company, Inc., Harpak-ULMA Packaging, Coveris Holdings S.A, Sealpac International BV, ALKAR-RapidPak, Sealed Air Corp., Robert Reiser & Co and Winpak Ltd.

Technologies Covered:

Vacuum Skin Packaging (VSP)

Vacuum Thermoformed Packaging (VTP)

Modified Atmosphere Packaging (MAP)

Materials Covered:

Metal Meat Packaging

Polyvinylidene Chloride (PVDC)

Polyvinyl Chloride (PVC)

Polyethylene (PE)

EVOH (Ethylenvinyl Alcohol)

BOPP (Biaxially Oriented Polypropylene Films)

PA (Polyamide)

PP (Polypropylene)

Others Materials

Layer Types Covered:

Monolayer

3-layer

5-layer

7-layer

9-layer

Distribution Channels Covered:

Departmental stores

Grocery stores

Hypermarket/Supermarket

Online retailing

Other Distribution Channels

Meat Types Covered:

Pork

Poultry

Seafood

Beef

Other Meat Types

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

France

Italy

UK

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

Rest of Asia Pacific

Rest of the World

Middle East

Brazil

Argentina

South Africa

Egypt

What our report offers:

Market share assessments for the regional and country level segments

Market share analysis of the top industry players

Strategic recommendations for the new entrants

Market forecasts for a minimum of 7 years of all the mentioned segments, sub segments and the regional markets

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

Strategic recommendations in key business segments based on the market estimations

Competitive landscaping mapping the key common trends

Company profiling with detailed strategies, financials, and recent developments

Supply chain trends mapping the latest technological advancements

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