

## **Processed Meat and Seafood Packaging in China**

Market Direction | 2022-06-23 | 11 pages | Euromonitor

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### **Report description:**

Lockdown measures, including restrictions on movement outside the home and the closure of foodservice outlets, the move to remote working and distance learning, and concerns about exposure to the COVID-19 virus in public settings served to increase the prevalence of home cooking when the pandemic first hit China in 2020. This had a positive impact on sales of processed meat and seafood, serving to boost the performance of its packaging. The fact that people continued to work and study during the...

Euromonitor International's Processed Meat and Seafood Packaging in China 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: Meat and seafood substitutes inc Tofu, Processed Meat, Processed Seafood.

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

Why buy this report?

- \* Get a detailed picture of the Processed Meat and Seafood 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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List Of Contents And Tables

PROCESSED MEAT AND SEAFOOD PACKAGING IN CHINA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Demand slows for processed meat and seafood in 2021 after 2020's sales spike

Frozen products a popular addition in hotpots

Flexible plastic seen as an economical way to achieve food safety

PROSPECTS AND OPPORTUNITIES

Chilled processed meat to see the fastest growth, shelf stable meat will remain the biggest category

Environmental concerns will reduce the consumption of single-use plastic and drive the development of other pack types

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