

Processed Meat and Seafood Packaging in India

Market Direction | 2022-06-28 | 12 pages | Euromonitor

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Report description:

The COVID-19 pandemic had a varied impact on processed meat and seafood packaging in 2020 as consumers around India were faced with the fear of catching the virus and conflicting information on how to best avoid contamination. On the one hand, processed meat and seafood packaging was negatively affected by the false rumours that spread across the country linking the consumption of chicken products with COVID-19 infection. This saw many consumers decide to omit meat from their meals, focusing mor...

Euromonitor International's Processed Meat and Seafood Packaging in India 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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PROCESSED MEAT AND SEAFOOD PACKAGING IN INDIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Growth rates recover in 2021 as India goes back into lockdown

Processed seafood continues outperforming processed meat in 2021

Godrej Tyson leads processed meat and seafood

PROSPECTS AND OPPORTUNITIES

Hectic lifestyles should help processed meat and seafood to grow over the forecast period

The growth of shelf stable seafood is good news for metal food cans

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