

Processed Meat and Seafood Packaging in Poland

Market Direction | 2022-07-14 | 9 pages | Euromonitor

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Report description:

There was only a relatively small spike in the rate of growth for processed meat and seafood packaging in 2020, which had already slowed by 2021. However, this was more to do with the fact that chilled processed meat dominates the overall category, and this product area did not see any real spike in demand in 2020. Instead, it was the frozen and shelf stable categories, which are all much smaller than chilled processed meat, that were recording stronger growth in 2020, with consumers spending mo...

Euromonitor International's Processed Meat and Seafood Packaging in Poland 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 POLAND

KEY DATA FINDINGS

2021 DEVELOPMENTS

Growth rates normalise in shelf stable and frozen products in 2021 after the demand spikes seen a year earlier

Expansion of discounters fuels growth in demand for processed meat packaging

Alternatives to metal food cans gaining ground in shelf stable meat

PROSPECTS AND OPPORTUNITIES

Further strong growth expected for meat and seafood substitutes packaging

As consumers become more interested in sustainability, a growing number of manufacturers will look for alternatives to plastic

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