Processed Meat and Seafood Packaging in Sweden

Market Direction | 2022-08-31 | 9 pages | Euromonitor

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Report description:

Demand for meat substitutes expanded rapidly in Sweden throughout the review period, and it remained the top performer in processed meat and seafood packaging in terms of the rate of growth in packaging units in 2021. This is being driven by the growing popularity of vegan and plant-based diets, particularly among younger consumers, due to a host of factors, ranging from environmentalism and animal welfare to health and wellness. This benefitted the packaging unit volumes of pack types used for...

Euromonitor International's Processed Meat and Seafood Packaging in Sweden 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 SWEDEN
KEY DATA FINDINGS
2021 DEVELOPMENTS
Increased demand for meat substitutes drives growth in demand for flexible plastic
Chilled processed meat packaging unit volumes decline slightly in 2021
Processed meat manufacturers look to more sustainable packaging to satisfy environmentally-conscious consumers
PROSPECTS AND OPPORTUNITIES
Sustainability will continue to grow in importance, driving a shift from single-use plastics
Metal will lose ground to lighter and more convenient thin wall plastic containers and plastic trays

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