

Ready Meals Packaging in China

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

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Report description:

Flexible plastic is the most popular pack type in frozen ready meals, but folding cartons continues to gain share in this category, with this pack type helping to convey a premium image. This pack type is often used for frozen ready meals targeted at children and provides a more unique and natural image than flexible plastic. Meanwhile, the growing popularity of frozen ready meals continues to contribute to a decline in the share of metal food cans, which is focused on other areas of ready meals...

Euromonitor International's Ready Meals 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: Chilled Lunch Kits, Chilled Pizza, Chilled Ready Meals, Dinner Mixes, Dried Ready Meals, Frozen Pizza, Frozen Ready Meals, Prepared Salads, Shelf Stable Ready Meals.

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

Why buy this report?

- * Get a detailed picture of the Ready Meals 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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READY MEALS PACKAGING IN CHINA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Flexible plastic remains most popular pack type in frozen ready meals, but folding cartons format gains ground

Frozen ready meals and frozen pizza both in decline in 2021

Xiamen Yinlu Foods launches instant porridge

PROSPECTS AND OPPORTUNITIES

Busy lifestyles present opportunities, but food delivery services pose a threat

Chilled ready meals to see strong forecast period growth, boosting usage of folding cartons

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