

**Ready Meals Packaging in Colombia**

Market Direction | 2022-06-23 | 9 pages | Euromonitor

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**Report description:**

There was a significant increase in demand for ready meals packaging during 2020. With consumers spending more time at home, they ate more meals there, with some - particularly those working from home - preferring meals that required very little preparation. There was particularly strong growth in demand for chilled and frozen products. The packaging unit volumes of other plastic trays and flexible plastic used in chilled and frozen pizza therefore rose in 2020, before then falling in 2021, as C...

Euromonitor International's Ready Meals Packaging in Colombia 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.

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#### **KEY DATA FINDINGS**

#### **2021 DEVELOPMENTS**

Ready meals packaging back in decline in 2021 after unit volumes rose in 2020

Metal food cans back in decline in shelf stable ready meals in 2021

Unhealthy image remains a problem for ready meals, but some local players are trying to alter this

#### **PROSPECTS AND OPPORTUNITIES**

New labelling regulations for products high in fat or sodium could hit sales of ready meals

Underwhelming performances expected from prepared salads and dinner mixes

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