

## **Ready Meals Packaging in Poland**

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

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### **Report description:**

Even before the onset of COVID-19, the review period had seen strong growth in demand for ready meals packaging, but the pandemic added impetus to this trend in 2020. With consumers spending more time at home during the year, they ate more meals there. However, with a significant number of people working from home, not everyone had the time to regularly prepare home-made meals. This boosted demand for ready meals packaging, particularly frozen ready meals packaging and chilled ready meals packag...

Euromonitor International's Ready Meals 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: 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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tel. 0048 603 394 346 e-mail: [support@scott-international.com](mailto:support@scott-international.com)

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Euromonitor International

December 2022

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**KEY DATA FINDINGS**

**2021 DEVELOPMENTS**

Growth rates for frozen and chilled ready meals packaging continue to hold up well in 2021

Growth in demand for frozen pizza accelerates due to its long shelf life and competitive pricing

Urbanisation and shrinking average household size remain long-term growth drivers for ready meals packaging

**PROSPECTS AND OPPORTUNITIES**

Sustainability expected to grow in importance in ready meals packaging

Demand for ready meals packaging expected to pick up in the latter part of the forecast period

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