

Ready Meals Packaging in South Africa

Market Direction | 2022-07-28 | 8 pages | Euromonitor

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Report description:

Frozen ready meals was the main winner during the pandemic, recording strong double-digit percentage growth in its packaging unit volumes in both 2020 and 2021. This boosted the packaging unit volumes of folding cartons in these years, given it is the only pack type used in frozen ready meals. During 2020, several players expanded their frozen ready meal offerings, which came at an opportune time, when consumers were looking for convenient frozen meals, often stocking up on these products due to...

Euromonitor International's Ready Meals Packaging in South Africa 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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READY MEALS PACKAGING IN SOUTH AFRICA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Pandemic boosts sales of frozen ready meals, driving demand for folding cartons

Clover leverages new packaging technology to extend the shelf life of its chilled ready meals

Brand proliferation puts more emphasis on packaging in ready meals

PROSPECTS AND OPPORTUNITIES

Chilled ready meals and shelf stable ready meals expected to record negative CAGRs

Frozen ready meals, frozen pizza and chilled pizza to see the most dynamic growth over the forecast period

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