

Ready Meals Packaging in Vietnam

Market Direction | 2022-09-15 | 8 pages | Euromonitor

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Report description:

While consumption of shelf stable ready meals continued to increase in both 2020 and 2021, growth in this category was curbed due to the surging interest in cooking meals at home from scratch using fresh ingredients that has been seen among the Vietnamese population since the onset of the COVID-19 pandemic. This limited the growth prospects of metal food cans used in shelf stable ready meals in 2020 and 2021.

Euromonitor International's Ready Meals Packaging in Vietnam 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 VIETNAM

KEY DATA FINDINGS

2021 DEVELOPMENTS

Shelf stable ready meals in demand, but sales hit by consumers having time to cook meals from scratch

Metal food cans and flexible plastic dominate ready meals packaging

Packaging design remains important for manufacturers

PROSPECTS AND OPPORTUNITIES

Diversification expected in ready meals in the coming years

Flexible packaging benefits from popularity of frozen ready meals as new pack types emerge

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