

Processed Meat and Seafood Packaging in Italy

Market Direction | 2022-06-30 | 11 pages | Euromonitor

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Report description:

Most areas of processed meat and seafood saw a spike in demand in 2020, when the pandemic meant that consumers were spending a lot more time at home than usual, giving them more time for at-home meal preparation, a trend that was also being driven by foodservice closures. Given this environment, demand for many types of processed meat and seafood saw better performances in 2020 than a year earlier. Frozen and, in particular, shelf stable products were also seen as ideal for stockpiling during lo...

Euromonitor International's Processed Meat and Seafood Packaging in Italy 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: Meat and seafood substitutes inc Tofu, Processed Meat, Processed Seafood.

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

Why buy this report?

- * Get a detailed picture of the Processed Meat and Seafood 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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PROCESSED MEAT AND SEAFOOD PACKAGING IN ITALY

KEY DATA FINDINGS

2021 DEVELOPMENTS

After the demand spike in 2020, performances generally worsen across processed meat and seafood in 2021

Blister and strip packs emerging rapidly in chilled processed meat

Sustainability and convenience trends drive packaging innovation

PROSPECTS AND OPPORTUNITIES

Chilled processed seafood set on a clear downward trend

Further growth ahead for frozen processed meat

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