

Processed Meat and Seafood Packaging in South Korea

Market Direction | 2022-08-30 | 9 pages | Euromonitor

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Report description:

Given further impetus by consumers paying increasing attention to wellness during the COVID-19 pandemic, a growing interest in health-related foods has put chicken in focus as the best source of protein for building muscle. This has therefore supported growth in the packaging unit volumes of flexible plastic used in frozen processed meat in both 2020 and 2021. While flexible plastic is the main pack type in this product area, the less widely used folding cartons and other plastic trays have been...

Euromonitor International's Processed Meat and Seafood Packaging in South Korea 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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Table of Contents:

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List Of Contents And Tables

PROCESSED MEAT AND SEAFOOD PACKAGING IN SOUTH KOREA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Frozen processed meat packaging benefiting from strong demand for chicken

Shelf stable meat benefiting from its suitability for stockpiling due to its long shelf life

Flexible plastic seeing rising unit volumes in chilled processed meat

PROSPECTS AND OPPORTUNITIES

Metal food cans struggle with inconvenient and outdated image and will lose share to stand-up pouches

Chicken expected to continue seeing strong growth on the back of the protein craze

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