

## **Ready Meals Packaging in Italy**

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

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### **Report description:**

With the COVID-19 pandemic seeing consumers spending a lot more time at home, and with consumer foodservice outlets closed for extended periods, this boosted demand for some products in ready meals. For example, with consumers preparing and eating more meals at home than usual, this helped drive sales of dinner mixes, boosting the packaging unit volumes of folding cartons and flexible plastic in 2020 and 2021, although this remains a very small category in overall ready meals.

Euromonitor International's Ready Meals 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: 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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## **Table of Contents:**

Ready Meals Packaging in Italy

Euromonitor International

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List Of Contents And Tables

READY MEALS PACKAGING IN ITALY

KEY DATA FINDINGS

2021 DEVELOPMENTS

Stockpiling drives growth in frozen products in 2020, but demand cools again in 2021

Paper-based containers fit with the sustainability trend

Microwave cooking drives demand for thin wall plastic containers

PROSPECTS AND OPPORTUNITIES

Prepared salads expected to see the most dynamic growth

Metal food cans losing out to transparent pack types

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