

Ready Meals Packaging in the Philippines

Market Direction | 2022-07-11 | 8 pages | Euromonitor

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Report description:

The COVID-19 pandemic was beneficial for sales of ready meals in the Philippines during 2020 as the imposition of quarantine lockdowns and the strict approach taken to social distancing and home seclusion meant that many consumers spent much of their time at home during this year. With consumer foodservice outlets also closed for extended periods in many parts of the country and people reluctant to socialise outside of the home generally throughout the year, this meant a major shift towards cook...

Euromonitor International's Ready Meals Packaging in Philippines 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 THE PHILIPPINES

KEY DATA FINDINGS

2021 DEVELOPMENTS

After the major spike in demand in 2020, shelf stable ready meals packaging is still growing in 2021

Frozen ready meals and frozen pizza still benefiting from demand for non-perishable food

Metal food cans remain dominant despite the emergence of other pack types

PROSPECTS AND OPPORTUNITIES

Despite limited innovation, shelf stable ready meals packaging is expected to see strong growth

Frozen ready meals packaging to benefit from the launch of new options

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