

## **Processed Meat and Seafood Packaging in France**

Market Direction | 2023-09-20 | 9 pages | Euromonitor

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### **Report description:**

Prior to the pandemic, processed meat and seafood packaging was in decline. This category then enjoyed a spike in demand in 2020, boosting its packaging unit volumes, given the products were ideal for stockpiling prior to lockdowns as well as for home cooking during them. However, in 2021, processed meat and seafood was back in decline, which continued in 2022. This negatively impacted the unit volumes of a number of key pack types, including flexible plastic and metal food cans, in the packagin...

Euromonitor International's Processed Meat and Seafood Packaging in France 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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Euromonitor International

February 2024

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PROCESSED MEAT AND SEAFOOD PACKAGING IN FRANCE

KEY DATA FINDINGS

2022 DEVELOPMENTS

Processed meat and seafood packaging continues to decline in 2022

Space-efficiency is a major factor behind the growth of blister and strip packs in chilled processed meat

Meat and seafood substitutes continue to record dynamic growth in 2022

PROSPECTS AND OPPORTUNITIES

Alternative packaging solutions are likely to be explored to promote recyclability

Health trend likely to continue gaining ground over the forecast period

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