

Processed Meat and Seafood Packaging in Germany

Market Direction | 2023-09-22 | 9 pages | Euromonitor

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Report description:

For a multitude of reasons, flexible plastic is the main pack type used in processed meat and seafood in Germany. Flexible plastic packaging serves as a barrier against outside factors such as air, moisture or contaminants. This aids in the prevention of spoiling and in preserving the product's freshness. This pack type is easily moulded and formed into a variety of packaging designs to fit various sorts of meat and seafood. Flexible plastic packaging is less expensive, lighter and easier to han...

Euromonitor International's Processed Meat and Seafood Packaging in Germany 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 GERMANY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Flexible plastic the most popular packaging format for processed meat and seafood

Metal food cans dominate shelf stable seafood packaging

Meat and seafood substitutes growth driving folding carton, flexible plastic and thin wall plastic container usage

PROSPECTS AND OPPORTUNITIES

Folding cartons and metal food cans expected to make gains in the forecast period

Further dynamic growth expected for meat substitutes over the forecast period

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