

Processed Meat and Seafood Packaging in Japan

Market Direction | 2023-10-12 | 8 pages | Euromonitor

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Report description:

Although Japanese consumers were already typically health-conscious, they have now become even more concerned about improving their overall health through their diet, thereby supporting the increasing shift towards meat and seafood substitutes including tofu, which are considered healthy options. Plant-based products are generally considered healthier, and this trend continued in 2022. Although the higher prices of such products compared to animal-based products used to be a major deterrent to b...

Euromonitor International's Processed Meat and Seafood Packaging in Japan 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

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PROCESSED MEAT AND SEAFOOD PACKAGING IN JAPAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Surging demand for meat and seafood substitutes benefits flexible plastic as a pack type

Plastic pouches is leading packaging type for shelf stable meat in Japan

Glass jars and folding cartons retain low popularity in chilled and frozen processed seafood packaging respectively

PROSPECTS AND OPPORTUNITIES

Metal food cans will continue to struggle in shelf stable meat and seafood

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