

## **Meals and Soups Packaging in Australia**

Market Direction | 2024-05-29 | 8 pages | Euromonitor

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### **Report description:**

Thin wall plastic containers have been gaining share in soup packaging, with this shift due to a number of reasons. Firstly, these containers are lightweight as well as easy to use and handle, making them a convenient option for both manufacturers and consumers. Secondly, these containers are also microwave safe and can be reheated. Thirdly, thin wall plastic containers provide flexibility in design, allowing for various shapes and sizes to accommodate different soup volumes and serving sizes. T...

Euromonitor International's Meals and Soups Packaging in Australia 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: Food Kits, Pizza, Prepared Salads, Ready Meals, Soup.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Meals and Soups 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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MEALS AND SOUPS PACKAGING IN AUSTRALIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Ease of use helping thin wall plastic containers gain share in soup packaging

Meal kits continue to see dynamic growth in 2023

The 320g, 250g and 400g packs remain popular sizes in meals and soups

PROSPECTS AND OPPORTUNITIES

Aluminium/plastic pouches will continue to take share from metal food cans in shelf stable soup

New innovations being seen in soup packaging

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