

Meals and Soups Packaging in Argentina

Market Direction | 2024-05-22 | 8 pages | Euromonitor

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Report description:

Flexible plastic remained the leading choice of packaging for ready meals in 2023. Its versatility in terms of adapting to different shapes and sizes means it can accommodate various types of meals, catering to diverse consumer preferences. This is indicated by the wide range of pack sizes available, ranging from 160g to 1,500g, with a large range of sizes in between. In addition, flexible plastic provides a barrier against air, light and moisture, and therefore helps to extend the shelf life of...

Euromonitor International's Meals and Soups Packaging in Argentina 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 ARGENTINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible plastic continues to dominate ready meals thanks to its convenience

Customisability of folding cartons helps it maintain growth in frozen ready meals

200g pack size gains share in dried ready meals

PROSPECTS AND OPPORTUNITIES

Lifestyle shifts to drive convenience trend

Flexible aluminium/plastic will continue to dominate dry soup packaging

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