

Meals and Soups Packaging in China

Market Direction | 2024-06-17 | 9 pages | Euromonitor

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Report description:

Flexible plastic is the most widely used pack type in meals and soups packaging in China. This is due to this packaging type being lightweight and durable, making it easy to transport and store, which is particularly important for busy urban consumers who value portability. Flexible plastic offers excellent barrier properties that help preserve the freshness and extend the shelf life of meals and soups, ensuring that the food remains safe and tasty for longer periods. In addition, it supports in...

Euromonitor International's Meals and Soups Packaging in China 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 CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible plastic the most popular format in meals and soups packaging

Plastic pouches gaining share due to their lightweight nature

The 350g pack size continues gaining share in 2023

PROSPECTS AND OPPORTUNITIES

Composite containers gaining share in quick recipe kits

Retailers making significant efforts to expand their offerings in ready meals

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