

## **Processed Meat and Seafood Packaging in Singapore**

Market Direction | 2024-08-01 | 9 pages | Euromonitor

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### **Report description:**

Flexible plastic remained the leading pack type in processed meat and seafood packaging in Singapore in 2023, driven by its practicality, durability and adaptability. Flexible plastic packaging offers excellent protection for processed meat and seafood, preserving the freshness and flavour of the products by acting as a barrier against external factors such as moisture and air. Its lightweight nature reduces transportation costs and environmental impact, aligning with sustainability goals. Flexi...

Euromonitor International's Processed Meat and Seafood Packaging in Singapore 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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PROCESSED MEAT AND SEAFOOD PACKAGING IN SINGAPORE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible plastic the leading pack type as it offers protection and practicality

Flexible plastic benefits from the strong growth in frozen processed meat

Flexible plastic preferred for processed seafood packaging

PROSPECTS AND OPPORTUNITIES

Other plastic trays expected to gain share in meat and seafood alternatives

The 150g pack is the preferred size, offering greater portion control

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