

## **Meals and Soups Packaging in South Africa**

Market Direction | 2024-07-03 | 8 pages | Euromonitor

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### **Report description:**

Demand for convenience among increasingly time-pressed consumers continued to drive up sales of ready meals in South Africa at the end of the review period, thereby benefitting the dominant packaging type of folding cartons. Demand was being driven by chilled and frozen ready meals, with the latter in particular appreciated for its convenience in terms of storage for later consumption. The ongoing dynamic performance of frozen ready meals packaging has also been supported by a number of players...

Euromonitor International's Meals and Soups Packaging in South Africa 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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Euromonitor International

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MEALS AND SOUPS PACKAGING IN SOUTH AFRICA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Folding cartons continue to benefit from increasing demand for ready meals

Plastic pouches are preferred for chilled soup as they are lightweight and cost-effective

Flexible packaging preferred for dry soup in South Africa

PROSPECTS AND OPPORTUNITIES

Use of flexible plastic is set to grow as it reduces transportation costs

Demand for 350g pack size in ready meals likely to rise as it is convenient for all households

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