

Meals and Soups Packaging in Vietnam

Market Direction | 2024-08-29 | 8 pages | Euromonitor

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Report description:

In 2023, dried ready meals led packaging volumes within meals and soups in Vietnam. Within this category, flexible plastic was the exclusive pack type in 2023, due to its lightweight and durable nature, which is ideal for transportation and storage, especially for urban consumers. It offers excellent barrier properties, preserving the freshness of the content and ensuring a long shelf life. Innovative designs such as resealable pouches enhance convenience, with easy opening and portion control.

Euromonitor International's Meals and Soups Packaging in Vietnam 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 VIETNAM

KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible plastic is the exclusive pack type in dried ready meals

175g pack size on the rise shelf stable ready meals

Metal cans grows for packaging ready meals

PROSPECTS AND OPPORTUNITIES

70g pack size expected to grow in dried ready meals

Flexible plastic expected to remain the major pack type for ready meals

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