

Processed Meat and Seafood Packaging in Germany

Market Direction | 2024-06-26 | 8 pages | Euromonitor

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Report description:

In 2023, flexible plastic remained the dominant packaging choice for processed meat and seafood in Germany, with its most significant packaging volumes in chilled processed meat. This is due to its effective barrier properties against air, moisture, and contaminants, therefore this pack type efficiently preserves the freshness of the content and prevents spoilage. Its versatility also allows for various packaging designs tailored to different types of meat and seafood. Despite its advantages, th...

Euromonitor International's Processed Meat and Seafood Packaging in Germany 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 GERMANY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible plastic is the leading pack type for processed meat and seafood

Metal food cans maintains dominance in shelf stable seafood due to convenience

Growth for processed seafood packaging stronger than for processed meat packaging, given the healthier image of fish

PROSPECTS AND OPPORTUNITIES

Meat substitutes poised for dynamic growth in the coming years due to increasing environmental concerns

Growth for folding cartons in frozen processed seafood

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