

Processed Meat and Seafood Packaging in South Africa

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

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Report description:

In 2023, the demand for shelf stable seafood recorded strong growth due to rising prices for fresh seafood as a result of increased transportation costs, prompting more consumers to opt for shelf stable alternatives. Metal food cans are the dominant pack type in this category, valued for their convenience in terms of long-term storage and ease of use. Brands such as Eskort, Enterprise or Bull Brand all package their seafood products in metal food cans, ensuring preservation of the contents, whic...

Euromonitor International's Processed Meat and Seafood 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: 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 SOUTH AFRICA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Metal food cans benefit from rising demand for shelf stable products as cost of fresh seafood increases

Flexible plastic gaining share in both frozen processed seafood and meat substitutes

Brands focus on convenient thin wall plastic containers for chilled processed seafood

PROSPECTS AND OPPORTUNITIES

Demand for smaller pack sizes expected to grow as they help reduce food waste

Preference for convenient pack types is likely to increase over the forecast period

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