

Processed Meat and Seafood Packaging in Switzerland

Market Direction | 2024-07-05 | 9 pages | Euromonitor

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Report description:

Total processed meat and seafood packaging volumes in Switzerland saw a second year of growth in 2023. Chilled processed meat dominated packaging volumes in this category, due to its convenience, and the country's meat-focused culinary tradition, which emphasises high quality ready-to-eat products. Swiss consumers appreciate the long shelf life and consistent quality of chilled processed meat, making these products a staple in busy households, and for outdoor activities such as hiking and picnic...

Euromonitor International's Processed Meat and Seafood Packaging in Switzerland 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 SWITZERLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible plastic is the main pack type for chilled processed meat as it offers good protection and is lightweight

Brands use metal food cans for shelf stable seafood for their durability and convenience

Thin wall plastic containers are popular for chilled processed seafood due to their light weight

PROSPECTS AND OPPORTUNITIES

Brands set to use flexible plastic for shelf stable meat due to its durability

Convenience is a major factor why smaller pack sizes will continue to be used for frozen processed seafood

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