

Processed Meat and Seafood Packaging in the US

Market Direction | 2024-06-21 | 9 pages | Euromonitor

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Report description:

Within processed meat categories such as chilled processed meat, the naturalness of meat products is becoming increasingly important as US consumers are continuously growing more aware of the impact of their consumption both on their health and on the environment. Claims such as "all natural" or "free from preservatives/antibiotics" are gaining popularity and are increasingly being used by brand owners, who look to support this positioning of their products in a holistic manner, including through...

Euromonitor International's Processed Meat and Seafood Packaging in USA 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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Table of Contents:

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List Of Contents And Tables

PROCESSED MEAT AND SEAFOOD PACKAGING IN THE US

KEY DATA FINDINGS

2023 DEVELOPMENTS

Processed meat brands refresh their packaging to reflect all-natural positioning

Plastic pouches gaining share in the packaging of frozen meat

Chilled processed seafood packaging shifting towards aluminium/plastic pouches

PROSPECTS AND OPPORTUNITIES

New technology is expected to boost the sustainability credentials of processed meat and seafood packaging

Health concerns driving a shift towards smaller pack sizes

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