

## Processed Meat and Seafood Packaging in Vietnam

Market Direction | 2024-08-29 | 9 pages | Euromonitor

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### Report description:

Tofu is very popular in Vietnam, where it is a mainstream product, rather than the preserve of vegetarians, vegans, and hard-core health and wellness enthusiasts. Many grocery retail chains stock a dozen or more brands. On VinMart's e-commerce website, Ichiba Soft Tofu, Vi Nguyen Egg Tofu, and Mr Kim's Smooth Tofu are amongst the many different tofu products on offer. Meat and seafood substitutes (including tofu) saw the strongest growth in packaging volumes in 2023, with thin wall plastic conta...

Euromonitor International's Processed Meat and Seafood 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: 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 VIETNAM

KEY DATA FINDINGS

2023 DEVELOPMENTS

Meat and seafood substitutes increasingly preferred in thin wall plastic containers

Flexible plastic continues to dominate processed meat, as an economical choice

Chilled processed seafood preferred in smaller packs to preserve freshness

PROSPECTS AND OPPORTUNITIES

Metal food cans to gain share of shelf stable meat, as this pack type offers excellent preservation

Frozen processed meat preferred in smaller pack sizes as convenience and portion control are important

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