

Meals and Soups Packaging in South Korea

Market Direction | 2024-06-28 | 7 pages | Euromonitor

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Report description:

Total meals and soups packaging volumes continued to see a dramatic rise in 2023. Flexible plastic was the leading pack type in meals and soups packaging in South Korea in 2023, used across most categories, as this offers functionality, convenience, and in particular, cost-effectiveness. Flexible plastic packaging, such as pouches and bags, is lightweight and easy to handle, making it convenient for both manufacturers and consumers. It provides excellent barrier properties, protecting the conten...

Euromonitor International's Meals and Soups Packaging in South Korea 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: Food Kits, Pizza, Prepared Salads, Ready Meals, Soup.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Meals and Soups 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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MEALS AND SOUPS PACKAGING IN SOUTH KOREA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible plastic is the preferred pack type in meals and soups packaging, due to its cost-effectiveness

Plastic pouches sees growth in 2023 due to versatility

500g pack size increases in 2023, due to a preference for portion control

PROSPECTS AND OPPORTUNITIES

Folding cartons poised for growth due to sustainability

Increase in single-person households expected to drive demand for smaller pack sizes

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