

Processed Meat and Seafood Packaging in South Korea

Market Direction | 2024-06-28 | 8 pages | Euromonitor

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Report description:

Total packaging volumes declined in processed meat and seafood for a second year in South Korea in 2023, although this was a continued normalisation process after the pandemic, and volumes remained higher than in 2019. Chilled processed meat continued to account for the highest packaging volumes in 2023, and flexible plastic remained the overwhelmingly dominant pack type in this category in South Korea. This is due to its convenience, preservation qualities, and cost-effectiveness. Flexible plas...

Euromonitor International's Processed Meat and Seafood 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: 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 KOREA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible plastic holds the majority of pack type share in chilled processed meat due to its preservation qualities

Flexible plastic witnesses a decline in pack type share in frozen processed seafood in 2023

300g pack size most popular, due to portion control and affordability

PROSPECTS AND OPPORTUNITIES

Cost-effectiveness and convenience to boost demand for flexible plastic in shelf stable meat

Smaller pack sizes set to grow over the forecast period due to portion control

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