

## **Processed Meat and Seafood Packaging in the United Kingdom**

Market Direction | 2024-05-06 | 8 pages | Euromonitor

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### **Report description:**

In July 2023, Sainsbury's, one of the UK's largest supermarket chains and also one of the leading players in processed meat and fish, launched a sustainability programme to reduce plastic waste for its chilled processed meat. It replaced plastic trays in its "by Sainsbury" steak collection with cardboard alternatives, significantly lowering plastic consumption by 70% per tray. This trend fits with the growing consumer desire for environmentally-friendly solutions. Cardboard trays cut plastic was...

Euromonitor International's Processed Meat and Seafood Packaging in United Kingdom 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 THE UNITED KINGDOM

KEY DATA FINDINGS

2023 DEVELOPMENTS

Major brands are using cardboard trays to reduce plastic waste

Refillable options for sustainability and convenience

Folding cartons popular in meat and seafood substitutes

PROSPECTS AND OPPORTUNITIES

Plastic usage likely to decline with tax mandate on non-recycled plastic packaging

Innovative vacuum-packaging expected to gain traction in frozen processed meat

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