

## **Processed Meat and Seafood Packaging in Italy**

Market Direction | 2024-07-15 | 9 pages | Euromonitor

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### **Report description:**

Total processed meat and seafood packaging volumes in Italy saw a second year of decline in 2023, although the number of units remained well above the pre-pandemic level after the boost seen in 2020. However, while processed meat, and meat and seafood substitutes saw growth, it was processed seafood which continued to drag down packaging volumes. The scarcity of wild salmon, particularly Red King, drove up its selling price. To manage costs, consumers increasingly refrained from purchasing, or s...

Euromonitor International's Processed Meat and Seafood Packaging in Italy 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 ITALY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Changes in consumer preference cause shifts in packaging for processed seafood

Blister and strip packs emerge for single-serve packs of meat and seafood substitutes

Thin wall plastic containers preferred in the retail e-commerce channel due to durability

PROSPECTS AND OPPORTUNITIES

Shelf stable seafood sees packaging innovation for convenience

Smaller packs to see growth due to rise in small, and health-conscious households

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