

Plastic Based Meat Packaging Market By Product Type (Trays, Clamshells, Bags and Pouches, Others), By Material Type (Polyethylene (PE), PET, Recycled PET (rPET), Polypropylene (PP), Others), By Meat Type (Chicken, Beef, Pork, Others): Global Opportunity Analysis and Industry Forecast, 2025-2034

Market Report | 2025-04-01 | 437 pages | Allied Market Research

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Report description:

The global plastic based meat packaging market was valued at \$9.9 billion in 2024, and is projected to reach \$14.4 billion by 2034, growing at a CAGR of 3.9% from 2025 to 2034.

Introduction

Plastic based meat packaging refers to the process of enclosing and protecting meat products for storage, distribution, sale, and end-use consumption. This packaging involves a range of technologies, materials, and methods designed to preserve the freshness, flavor, safety, and visual appeal of meat while preventing contamination and spoilage. From vacuum sealing to modified atmosphere packaging (MAP), the primary objective of meat packaging is to extend shelf life, maintain quality, and provide essential information to consumers and retailers. The practice includes packaging raw, cooked, cured, frozen, and processed meat products in a variety of formats.

Raw meat requires packaging that maintains low temperatures and restricts oxygen to prevent microbial growth. Cooked or ready-to-eat meat products need packaging that ensures sterility and maintains flavor over a longer duration. Processed meats, including sausages and deli meats, often use vacuum sealing or shrink-wrap methods to prevent moisture loss and maintain freshness. In each case, the packaging material and technology must align with the meat's storage, transportation, and retail conditions.

The plastic based meat packaging market is segmented into product type, material type, meat type, and region. On the basis of product type, the market is divided into trays, clamshells, bags & pouches, and others. On the basis of material type, the meat packaging market is categorized into polyethylene (PE), PET, recycled PET (rPET), polypropylene (PP), and others. On the basis of meat type, the meat packaging market is classified into pork, chicken, beef, and others. By region, the market is analyzed across

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North America, Europe, Asia-Pacific, and LAMEA.

Market Dynamics

Increase in demand for packaged meat is expected to drive the growth of meat packaging market. Ready-to-cook meats, such as marinated chicken breasts, pre-seasoned kebabs, or portioned cuts, offer consumers the ease of preparing meals quickly, often with minimal culinary skills. Similarly, ready-to-eat options such as cold cuts, deli meats, and cooked sausages provide on-the-go solutions for meals and snacks. Both segments rely heavily on advanced packaging to maintain freshness, prevent contamination, and extend shelf life, making packaging a critical part of the product offering. This growing demand is particularly evident in urban markets and among younger demographics who prioritize speed and convenience. The trend is also fueled by the expansion of supermarkets, hypermarkets, and e-commerce platforms, which offer a wide range of packaged meat products that are easily accessible and often competitively priced. In addition, global exposure to different cuisines has encouraged experimentation with new types of packaged meats, further diversifying the market.

However, the high cost of advanced packaging technologies is expected to hamper the growth of plastic based meat packaging market. Packaging technologies such as Modified Atmosphere Packaging (MAP), Vacuum Skin Packaging (VSP), and smart packaging solutions have significantly improved the safety, shelf life, and appeal of meat products, their high cost remains a major barrier for small-scale or local meat processors. These sophisticated systems often require substantial upfront investment in specialized machinery, materials, and staff training, making them less accessible to businesses with limited financial resources. For instance, technologies such as MAP and VSP involve the use of high-tech sealing equipment and specialized gas mixtures or films that are more expensive than conventional packaging materials. Additionally, smart packaging such as sensors for temperature monitoring or freshness indicators requires integration with digital platforms and supply chain monitoring tools, which increases both the cost and the need for advanced technological infrastructure. For smaller processors operating on thin margins, these expenses are prohibitive, pushing them to stick with traditional, less effective packaging methods.

Segments Overview

The plastic based meat packaging market is segmented into product type, material type, meat type, and region. On the basis of product type, the market is divided into trays, clamshells, bags & pouches, and others. On the basis of material type, the meat packaging market is categorized into polyethylene (PE), PET, recycled PET (rPET), polypropylene (PP), and others. On the basis of meat type, the meat packaging market is classified into pork, chicken, beef, and others. By region, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

On the basis of product type, trays are the fastest growing segment in the market representing the CAGR of 4.3% during the forecast period. The adoption of tray packaging has also been influenced by changing consumer preferences and retail trends. Consumers increasingly demand convenience, portion control, and clear labeling all of which are facilitated by tray packaging. Additionally, sustainability is becoming a key concern, leading to the development of recyclable or compostable tray options to reduce environmental impact. Innovations such as modified atmosphere packaging (MAP) and active packaging are also integrated into tray systems to prolong freshness and reduce food waste. The EU has imposed strict environmental and food safety regulations, driving the adoption of MAP. Manufacturers are turning to MAP as a natural method to extend shelf-life while maintaining food quality, aligning with the EU's push towards sustainable packaging solutions. ?

On the basis of type, acrylic dominated the meat packaging market, representing the CAGR of 5.4% during the forecast period. Acrylic-based meat packagings, offer excellent durability, weather resistance, and ease of application. These coatings are designed to form a protective barrier that reduces thermal conductivity, making them highly effective in industrial, commercial, and residential applications. In February 2022, Synthos launched SYNEXIL AW90CX, a bio-based acrylic dispersion for wood coatings. Approximately 45% of its key raw materials are derived from renewable sources, aligning with ASTM D6866-20 standards for bio-based content.

On the basis of material type, recycled PET (rPET) is the fastest growing segment in the meat packaging market. In meat packaging, rPET is primarily used in rigid thermoformed trays and containers that hold fresh, processed, or frozen meat. These trays often include a layer of virgin PET or polyethylene on the food-contact surface to comply with safety regulations, while the outer layers are made of rPET. This multilayer structure ensures hygiene and product integrity while maximizing the use of recycled materials. The transparency of rPET also allows for appealing product presentation, which is essential in retail settings. On the basis of region, Asia-Pacific is the most lucrative region in the market. Meat packaging in Asia-Pacific countries has seen

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significant growth over recent years, driven by rising meat consumption, urbanization, and increased demand for convenience foods. Countries like China, India, Japan, South Korea, and Australia are leading the region's meat production and consumption trends. As consumer preferences shift toward hygienically packaged and ready-to-cook meat products, the packaging industry is evolving rapidly. China, being the largest consumer and producer of meat in the region, especially pork and poultry, has a highly developed meat packaging infrastructure. The government has been encouraging modernization in meat processing to ensure food safety, spurring demand for advanced packaging solutions.

Competitive Analysis

The key players operating in the plastic based meat packaging market include Amcor plc, Mondi, Berry Global Inc., Sealed Air Corporation, Winpak Ltd, Coveris, Bologre Group, Sealpac International bv, Smurfit Kappa, and ULMA GROUP.

Key Benefits For Stakeholders

- This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the meat packaging market analysis from 2024 to 2034 to identify the prevailing plastic based meat packaging market opportunities.
- The market research is offered along with information related to key drivers, restraints, and opportunities.
- Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.
- In-depth analysis of the plastic based meat packaging market segmentation assists to determine the prevailing market opportunities.
- Major countries in each region are mapped according to their revenue contribution to the global market.
- Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.
- The report includes the analysis of the regional as well as global plastic based meat packaging market trends, key players, market segments, application areas, and market growth strategies.

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 - ? Sealed Air Corporation
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