



**Euromonitor  
International**

# Processed Meat and Seafood Packaging in China

June 2024

Table of Contents

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Flexible plastic is the dominant pack type in processed meat and seafood

Metal food cans gaining share due to their durability and preservation qualities

Meat and seafood substitutes continue to grow in 2023

### PROSPECTS AND OPPORTUNITIES

The 150g pack size is expected to grow due to its convenience

Growth in shelf stable seafood will help drive usage of metal food cans

## Processed Meat and Seafood Packaging in China - Company Profiles

## Packaging Industry in China - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Shaped liquid cartons popular in dairy food packaging due to their convenience

PET bottles dominate soft drinks packaging

Kegs gain popularity for lager in foodservice channel due to their efficiency

Oral care the largest beauty and personal care packaging category, but skin care sees stronger growth

Folding cartons the leading pack type in home insecticides

### PACKAGING LEGISLATION

New standard on excessive packaging for fresh produce

### RECYCLING AND THE ENVIRONMENT

Ambrosial Yoghurt introduces sustainable packaging initiatives to reduce emissions

Unilever and Alibaba Group launch "Waste-Free World" initiative to enhance plastic bottle recycling

PepsiCo and Coca-Cola unveil innovative sustainability initiatives in packaging

Table 1 - Overview of Packaging Recycling and Recovery in China: 2021/2022 and Targets for 2023

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/processed-meat-and-seafood-packaging-in-china/report](https://www.euromonitor.com/processed-meat-and-seafood-packaging-in-china/report).