



**Euromonitor  
International**

# Processed Meat and Seafood Packaging in China

August 2025

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### KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Processed meat and seafood packaging grows in 2024, led by strong demand for protein-rich options

Innovative packaging with QR codes boosts convenience and engagement in processed meat and seafood packaging

Shift from rigid containers to flexible packaging in processed meat and seafood packaging

### PROSPECTS AND OPPORTUNITIES

Processed meat and seafood packaging volumes in China expected to rise, due to demand for convenience and cold chain expansion

Shifting consumer preferences likely to reshape pack sizes in processed meat and seafood packaging in China

### DISCLAIMER

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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).