



Processed Meat and Seafood Packaging in France

August 2025

Processed Meat and Seafood Packaging in France - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Little movement in overall packaging volumes, as health concerns drive decline for processed meat
Key factors maintaining stability in packaging volumes are freshness, convenience, and sustainability
Technological advances enhance cost-effectiveness and versatility

PROSPECTS AND OPPORTUNITIES

Packaging will be designed to enable e-commerce expansion, and for on-the-go consumption
Supply pressures likely for recyclable and advanced materials

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Processed Meat and Seafood Packaging in France - Company Profiles

Packaging Industry in France - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 key trends

Shifting lifestyles and desire for high-quality eco-design accelerate the move towards portion-controlled and premium sustainable packaging
Regulatory pressure and shifting consumer habits drive France's transition towards sustainable and portion-focused food packaging
Regulatory pressure and sustainability demands driving the shift towards rPET, shrink wrap alternatives and metal cans in non-alcoholic drinks
Cost constraints and low-carbon targets drive the rise of aluminium cans, lightweight glass and alternative formats in alcoholic beverages
Environmental regulations and consumer expectations fuel rapid growth in refill systems, bio-based materials and minimalistic beauty packaging
Sustainability mandates and concentrated product formats reshape home care packaging towards refillables, lighter packs and mono-material solutions
Eco-focused consumer demand and convenience needs accelerate adoption of recyclable pouches, portion-controlled packs and user-friendly pet food formats

PACKAGING LEGISLATION

EU-wide recyclability standards accelerate France's transition towards harmonised circular packaging systems
Strict national anti-waste laws push brands to reduce plastics, expand reuse models and improve packaging transparency
Mandatory reuse targets and impending deposit systems drive industry adoption of durable and collectible packaging formats

RECYCLING AND THE ENVIRONMENT

France's circular economy targets accelerate the shift away from single-use plastics towards recyclable and reusable materials
Regulatory pressure and sustainability goals spur innovation in recyclable materials while reshaping supply chain capabilities
Digital transparency tools and sorting requirements enhance consumer participation in recycling and reuse systems

Table 1 - Overview of Packaging Recycling and Recovery in France: 2022/2023 and Targets for 2024

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