



Processed Meat and Seafood Packaging in the United Kingdom

August 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Processed meat and seafood packaging's growth driven by sustainability and convenience trends

Fibre-based innovations reshape processed meat and seafood packaging

Smaller pack sizes and flexible pack types lead packaging changes in the UK

PROSPECTS AND OPPORTUNITIES

Flexible and smaller pack sizes to drive future growth in processed meat and seafood packaging

Rising demand for pouches in processed seafood packaging

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Processed Meat and Seafood Packaging in the United Kingdom - Company Profiles

Packaging Industry in the United Kingdom - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 key trends

Changing consumer behaviour and economic pressures drive the shift towards convenience-focused and flexible packaging formats

Rising sustainability expectations and inflationary pressures reshape food packaging formats

Regulatory targets and brand carbon goals accelerate the shift to rPET and low-impact non-alcoholic formats

Premiumisation demands and carbon-reduction goals drive material diversification in alcoholic drinks

Circular beauty expectations and retailer action accelerate refill and bio-based packaging adoption

Demand for value and waste reduction drives adoption of concentrates and refill ecosystems in home care

Consumer demand for sustainability and functionality drives new flexible and smart packaging formats in pet food

PACKAGING LEGISLATION

Rising regulatory costs are accelerating packaging redesign

Deposit incentives are reshaping beverage packaging choices

Government-funded waste systems are driving infrastructure upgrades, recycling targets and local-authority integration

RECYCLING AND THE ENVIRONMENT

Regulatory pressure and consumer demand driving strategic recycling partnerships

Patent-free biopolymers and seaweed coating emerge as compostable packaging solutions

EPR obligations and traceability requirements reinforce adoption of smart packaging technologies

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

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