



# Processed Meat and Seafood Packaging in Mexico

September 2025

## Processed Meat and Seafood Packaging in Mexico - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Dietary changes and the preference for high-protein foods drive up processed meat and seafood packaging volumes

Rising sustainability concerns and regulatory pressure are driving packaging innovation

Competitive landscape evolves as legacy and emerging brands innovate

#### PROSPECTS AND OPPORTUNITIES

Projected growth in processed meat and seafood packaging volumes as per capita consumption of such products rises

Aluminium/plastic pouches expected to gain ground as traditional pack types decline

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

#### Packaging Industry in Mexico - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 key trends

Food packaging shifts towards paper and reduced sizes to meet environmental and economic demands

Non-alcoholic drinks packaging balances plastic dominance with growing eco-friendly solutions

Alcoholic drinks packaging shifts to meet sustainability goals

Beauty and personal care brands adopting refill and reuse models to cut single-use plastics

Refill systems and recycled materials becoming standard in home care packaging

Pet food packaging moves towards sustainable and practical solutions

### PACKAGING LEGISLATION

Mexico tightens packaging regulations to promote circularity and reduce the use of plastics

Plastics Pact promotes innovation and shared responsibility for sustainable packaging

### RECYCLING AND THE ENVIRONMENT

Plastics agreement seeks to reduce waste and boost recyclability in packaging by 2030

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