



Processed Meat and Seafood Packaging in the US

June 2024

Processed Meat and Seafood Packaging in the US - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Processed meat brands refresh their packaging to reflect all-natural positioning
Plastic pouches gaining share in the packaging of frozen meat
Chilled processed seafood packaging shifting towards aluminium/plastic pouches

PROSPECTS AND OPPORTUNITIES

New technology is expected to boost the sustainability credentials of processed meat and seafood packaging
Health concerns driving a shift towards smaller pack sizes

Processed Meat and Seafood Packaging in the US - Company Profiles

Packaging Industry in the US - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture
2023 key trends
Rise in unit volume sales of the 33g pack size due to growth of single-serve peanut butter packs
Starbucks looking to improve the attractiveness of fresh coffee beans with flexible plastic
Increasing popularity of the 739ml pack size in beer due to evolving consumer preferences
Glass jars gaining share in skin care packaging because of their visual appeal
Rise in use of blister and strip packs in gel air fresheners due to better portion control

PACKAGING LEGISLATION

New legislation aims to ban harmful substances in food packaging

RECYCLING AND THE ENVIRONMENT

Meal kit providers finding new ways to minimise packaging waste
Table 1 - Overview of Packaging Recycling and Recovery in the US: 2021/2022 and Targets for 2023

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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-the-us/report.