



# Processed Meat and Seafood Packaging in South Africa

September 2025

## Processed Meat and Seafood Packaging in South Africa - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Rising packaging volumes in processed meat and seafood in South Africa, with metal food cans maintaining its lead

Stable demand for proven metal food can and plastic pouch solutions

Demand for smaller pack sizes rises as they are affordable, offer portion control, and help reduce food waste

#### PROSPECTS AND OPPORTUNITIES

Stable growth expected in processed meat and seafood packaging volumes in South Africa

250g flexible plastic expected to gain popularity amid demand for convenience and portion control

### DISCLAIMER

## Processed Meat and Seafood Packaging in South Africa - Company Profiles

## Packaging Industry in South Africa - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2024: The big picture

Evolving packaging shift towards value and everyday convenience

Smaller, single-serve packaging trends across multiple food categories in South Africa

PET dominance and HDPE growth shape South Africa's beverage packaging in 2024

Rising preference for metal beverage cans in alcoholic drinks

Premium sustainability through in-mould labelling in beauty packaging

HDPE bottles and larger pack sizes shape home care packaging

Flexible packaging focuses on convenience through resealable pouches

### PACKAGING LEGISLATION

Strengthening Extended Producer Responsibility (EPR) regulations

Mandatory Deposit Return System (DRS) proposed for beverage containers in South Africa

### RECYCLING AND THE ENVIRONMENT

Expansion of circular economy and recycling infrastructure

Tackling plastic pollution through collaborative action

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

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