



**Euromonitor
International**

Processed Meat and Seafood Packaging in Canada

August 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Aluminium/plastic pouches sees growth in shelf stable seafood
- Meat processors adopt VSP for freshness and retail appeal
- Flexible plastic leads, while 450g packs are most common across meat and seafood

PROSPECTS AND OPPORTUNITIES

- Policy support and consumer demand to give a slight boost to packaging volumes
- Flexible plastic to maintain its lead, amid trade and supply pressures

DISCLAIMER

EXECUTIVE SUMMARY

- Packaging in 2024: The big picture
- 2024 key trends
 - Plastic dominates food packaging, but sustainable alternatives are on the rise
 - Innovation and premium design revolutionise beverage packaging
 - Metal cans dominate while the bag-in-box format gains traction in alcoholic drinks
 - Cartons lead sustainable beauty as brands embrace premium finishes and recyclability
 - Refills and concentrates alternatives power the future of home care
 - Large packs maximise value in pet food, while small formats unlock entry for new brands

PACKAGING LEGISLATION

- Canada advances towards zero plastic waste through national targets, refill models and investment in circular packaging systems

RECYCLING AND THE ENVIRONMENT

- Extended producer responsibility enables circular packaging by funding collection and recovery
- Clear labelling standards transform packaging transparency by banning misleading claims
- Table 1 - Overview of Packaging Recycling and Recovery in Canada: 2022/2023 and Targets for 2024

DISCLAIMER

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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-canada/report.