



# Processed Meat and Seafood Packaging in Canada

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

### 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

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

### Packaging Industry in Canada - Industry Overview

#### 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

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