



Processed Meat and Seafood Packaging in Thailand

September 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Flexible plastic packaging seeing dynamic growth in Thai processed meat and seafood

SCGP's "Fest Fresh Pak" and "Fest Bio" lead sustainable packaging innovations in Thai processed meat and seafood

Thin wall plastic containers gaining share in meat and seafood substitutes

PROSPECTS AND OPPORTUNITIES

Flexible plastic expected to continue gaining share in processed meat and seafood packaging

Larger pack sizes set to gain share in processed meat and seafood

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Processed Meat and Seafood Packaging in Thailand - Company Profiles

Packaging Industry in Thailand - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 key trends

Thailand's food packaging market embraces green solutions and practical formats

Sustainability drives rPET and paper-based packaging innovation in non-alcoholic drinks

Thailand's alcoholic drinks packaging evolves with sustainability and convenience

Sustainability and flexible formats drive beauty and personal care packaging

Thailand's home care packaging is being driven by affordability and innovation

Lightweight, cost-effective solutions gain traction in pet food packaging

PACKAGING LEGISLATION

Thailand introduces stricter rules on alcohol packaging size and labelling

Thailand drafts law for sustainable packaging and EPR compliance

RECYCLING AND THE ENVIRONMENT

Thailand's binding EPR law to transform packaging recovery and recycling

Thailand's Plastic Waste Management Roadmap

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

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