



Processed Meat and Seafood Packaging in Vietnam

September 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Unit volumes increase as imports require local packaging
JBS investment to increase packaging unit volumes for meat in the coming years
Flexible plastic continues to dominate processed meat packaging

PROSPECTS AND OPPORTUNITIES

Packaging volumes to grow with investment, retail formalisation and regulation
Flexible plastic and metal food cans will remain the leading pack types

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