



**Euromonitor  
International**

# Meals and Soups Packaging in Mexico

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## Meals and Soups Packaging in Mexico - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Convenience and affordability drive packaging unit volumes in meals and soups  
Flexible plastic benefits from the continued popularity of ready meals in Mexico  
Manufacturers look to balance convenience with environmental concerns

#### PROSPECTS AND OPPORTUNITIES

Sustainability trend sees players launching eco-friendly packaging  
Pack sizes of 200g or smaller will continue to lead in meals and soups packaging

## Meals and Soups Packaging in Mexico - Company Profiles

## Packaging Industry in Mexico - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Metal beverage cans gaining share in beer due to new product launches  
Aluminium/plastic pouches gaining share in shelf stable seafood due to their convenience  
HDPE bottles lead but squeezable plastic tubes gaining share in body wash/shower gel  
Smaller pack sizes remain dominant in wet cat food for their superior storage and preservation properties  
Boost to small pack sizes in adult sun care as consumer look for convenience

### PACKAGING LEGISLATION

Government implements a new labelling policy for improving public health and awareness

### RECYCLING AND THE ENVIRONMENT

Tide moves towards sustainability with new product launch in detergents  
Brands turn towards sustainable packaging in beauty and personal care due to changing consumer preferences  
Folding cartons to gain share due to enhanced aesthetic appeal and sustainability

Table 1 - Overview of Packaging Recycling and Recovery in Mexico: 2021/2022 and Targets for 2023

## About Euromonitor International

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/meals-and-soups-packaging-in-mexico/report](https://www.euromonitor.com/meals-and-soups-packaging-in-mexico/report).