



**Euromonitor
International**

Processed Meat and Seafood Packaging in Spain

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflation causes a rise in share for plastic packaging
Flexible plastic favoured for the convenience it offers
Thin wall plastic containers seeing strong growth in shelf stable meat

PROSPECTS AND OPPORTUNITIES

Glass jars expected to gain share in processed seafood as they are associated with premiumisation
Aluminium/plastic pouches expected to make gains in shelf stable meat

Processed Meat and Seafood Packaging in Spain - Company Profiles

Packaging Industry in Spain - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture
2023 key trends
Thin wall plastic containers lead cheese packaging, while glass jars make gains in yoghurt
PET bottles lead bottled water packaging with a focus on convenience and sustainability
Glass bottles gaining share from metal cans in beer packaging
HDPE bottles dominate bath and shower due to their durability and sustainability
Growing adoption of PET bottles in dishwashing driven by recyclability

PACKAGING LEGISLATION

European packaging regulation shifts market dynamics, impacting folding carton usage in Spain
Spain's new plastic tax law promotes a circular economy

RECYCLING AND THE ENVIRONMENT

Mercadona advances sustainability with recycled plastic packaging for Hacendado chilled pizzas
Don Simon launches first aluminium-free aseptic carton in its sustainable packaging drive
Ferrero reduces plastic use with thinner wrapping for Kinder Bueno range
Table 1 - Overview of Packaging Recycling and Recovery in Spain: 2021/2022 and Targets for 2023

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