



Euromonitor
International

Processed Meat and Seafood Packaging in Indonesia

July 2024

Processed Meat and Seafood Packaging in Indonesia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible plastic is the preferred pack type due to its durability and light weight
Processed meat and seafood growing thanks to its convenience
Strong decline for standard can ends in 2023, with easy-open can ends now dominant

PROSPECTS AND OPPORTUNITIES

Flexible plastic will continue gaining share in shelf stable meat packaging due to its cost efficiency
Metal food cans will continue to dominate shelf stable seafood packaging

Processed Meat and Seafood Packaging in Indonesia - Company Profiles

Packaging Industry in Indonesia - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture
2023 key trends
Launch of new yoghurt sticks in flexible aluminium packaging to meet on-the-go snacking demand
Coca-Cola promotes PET recycling to support Indonesia's circular economy goals with "Recycle Me" campaign
Stout and spirits preferred in glass bottles for quality, sharing and premiumisation
Other plastic jars the main pack type in styling agents due to their practicality and durability
Plastic pouches dominate floor cleaner packaging owing to their affordability and convenience

PACKAGING LEGISLATION

Government supports the drive towards healthier drinks
Beverage brands promote recycled packaging for sustainability
Home care industry embracing eco-friendly packaging innovations

RECYCLING AND THE ENVIRONMENT

Metal beverage cans expected to grow, owing to concerns over sustainability
Larger HDPE bottles saw growth in hair care as consumer awareness rose
Metal beverage cans gaining share in milk packaging as brands launch new flavours
Table 1 - Overview of Packaging Recycling and Recovery in Indonesia: 2021/2022 and Targets for 2023

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-meat-and-seafood-packaging-in-indonesia/report.