



Euromonitor  
International

# Processed Meat and Seafood Packaging in South Korea

June 2024

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Flexible plastic holds the majority of pack type share in chilled processed meat due to its preservation qualities

Flexible plastic witnesses a decline in pack type share in frozen processed seafood in 2023

300g pack size most popular, due to portion control and affordability

### PROSPECTS AND OPPORTUNITIES

Cost-effectiveness and convenience to boost demand for flexible plastic in shelf stable meat

Smaller pack sizes set to grow over the forecast period due to portion control

## Processed Meat and Seafood Packaging in South Korea - Company Profiles

## Packaging Industry in South Korea - Industry Overview

## EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Flexible plastic is the preferred pack type in meals and soups packaging due to its cost-effectiveness and convenience

Rigid plastic maintains its dominance in overall soft drinks packaging

PET bottles grow as a pack type for beer in larger pack sizes, owing to practicality considerations

Small pack sizes continue to dominate beauty and personal care due to consumer preferences

HDPE bottles remain the most popular pack type for laundry care products in South Korea for their versatility and protective properties

## PACKAGING LEGISLATION

Registration for recycled packaging claims made mandatory for food and beverage manufacturers

## RECYCLING AND THE ENVIRONMENT

Seoul Dairy Cooperative shifts to pressure-sensitive labels to increase the recyclability of its PET bottles

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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-south-korea/report](https://www.euromonitor.com/processed-meat-and-seafood-packaging-in-south-korea/report).