



Processed Meat and Seafood Packaging in Mexico

May 2024

KEY DATA FINDINGS

2023 DEVELOPMENTS

Processed meat and seafood records healthy growth in 2023
Aluminium/plastic pouches gaining share in shelf stable seafood
Flexible plastic continues to gain share in processed meat and seafood

PROSPECTS AND OPPORTUNITIES

Flexible plastic packaging will remain the leading pack type over the forecast period
Labelling requirements could hinder sales of processed meat and seafood

Processed Meat and Seafood 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

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