



# Processed Meat and Seafood Packaging in the US

June 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Processed meat brands refresh their packaging to reflect all-natural positioning

Plastic pouches gaining share in the packaging of frozen meat

Chilled processed seafood packaging shifting towards aluminium/plastic pouches

#### PROSPECTS AND OPPORTUNITIES

New technology is expected to boost the sustainability credentials of processed meat and seafood packaging

Health concerns driving a shift towards smaller pack sizes

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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-the-us/report](http://www.euromonitor.com/processed-meat-and-seafood-packaging-in-the-us/report).