



Processed Meat and Seafood Packaging in Singapore

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible plastic the leading pack type as it offers protection and practicality

Flexible plastic benefits from the strong growth in frozen processed meat

Flexible plastic preferred for processed seafood packaging

PROSPECTS AND OPPORTUNITIES

Other plastic trays expected to gain share in meat and seafood alternatives

The 150g pack is the preferred size, offering greater portion control

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