



Euromonitor
International

Processed Meat and Seafood Packaging in Ukraine

August 2024

KEY DATA FINDINGS

2023 DEVELOPMENTS

Glass jars gaining share in chilled processed seafood as they increase shelf life

Share held by other plastic trays in processed meat increasing

Easy-open can ends continue to grow as the country's population ages

PROSPECTS AND OPPORTUNITIES

Metal food cans to grow in processed meat packaging due to long shelf life

Folding cartons to gain share in frozen processed meat as brands move towards sustainability

Processed Meat and Seafood Packaging in Ukraine - Company Profiles

Packaging Industry in Ukraine - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Thin wall plastic containers gaining share in frozen ready meals, driven by cost savings

Energy drinks see growth in 1-litre pack usage, fuelled by the mixer trend

Convenience drives growth for squeezable plastic tubes in conditioners and treatments

Brick liquid cartons rebound in alcoholic drinks, boosted by affordability and protective benefits

Folding cartons dominate home care market due to versatility and durability

PACKAGING LEGISLATION

Recyclable materials take centre stage as EU tightens environmental regulations

Ukraine strengthens packaging regulations for enhanced consumer safety and sustainability

Industry-wide regulatory compliance: key developments in alcoholic drinks, beauty and food packaging

RECYCLING AND THE ENVIRONMENT

Alcoholic drinks industry pushes for sustainable packaging in 2023 to meet environmental and consumer demands

Shaped liquid cartons gaining share in tomato pastes and purées

Table 1 - Overview of Packaging Recycling and Recovery in Ukraine: 2021/2022 and Targets for 2023

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

