



Euromonitor
International

Processed Meat and Seafood Packaging in India

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Small pack sizes of frozen processed meat gain popularity due to convenience
Vacuum seal closure in flexible plastic for frozen processed meat to keep freshness intact
Flexible plastic pouches with clear packaging ensure transparency of the product inside

PROSPECTS AND OPPORTUNITIES

Folding cartons expected to increase its packaging volumes in frozen processed meat
Metal food cans likely to remain the sole solution for shelf stable seafood

Processed Meat and Seafood Packaging in India - Company Profiles

Packaging Industry in India - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture
2023 key trends
The 9g plastic pouch remains popular in ketchup
Metal beverage cans recording strong growth in soft drinks packaging
Increasing usage of PET bottles in the packaging of spirits
Squeezable plastic tubes popular for packaging beauty and personal care products
Plastic pouches gaining share in hand dishwashing packaging

PACKAGING LEGISLATION

Introduction of new packaging laws and regulations in India
FSSAI food packaging and plastic regulations

RECYCLING AND THE ENVIRONMENT

Brick liquid cartons emerge as a sustainable choice for the packaging of rum
Eco-friendly paper-based packaging being used for gel air fresheners
Flexible pouches for milk as the dairy industry embraces 100% recyclable packaging
Table 1 - Overview of Packaging Recycling and Recovery in India: 2021/2022 and Targets for 2023

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