



Processed Meat and Seafood Packaging in Vietnam

August 2024

KEY DATA FINDINGS

2023 DEVELOPMENTS

Meat and seafood substitutes increasingly preferred in thin wall plastic containers

Flexible plastic continues to dominate processed meat, as an economical choice

Chilled processed seafood preferred in smaller packs to preserve freshness

PROSPECTS AND OPPORTUNITIES

Metal food cans to gain share of shelf stable meat, as this pack type offers excellent preservation

Frozen processed meat preferred in smaller pack sizes as convenience and portion control are important

Processed Meat and Seafood Packaging in Vietnam - Company Profiles

Packaging Industry in Vietnam - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Thin wall plastic containers are preferred for butter and spreads owing to their lightweight nature

Brick liquid cartons benefit from the popularity of 100% juice

Metal beverage cans dominate beer packaging in Vietnam due to their eco-friendly nature

Shift to larger fragrance bottles for better value and convenience

Increasing popularity of blister and strip packs in car air fresheners

PACKAGING LEGISLATION

Vietnam's 2022 extended producer responsibility shows a new approach to waste management

RECYCLING AND THE ENVIRONMENT

Carbon-neutral aluminium capsules are a step towards sustainability

Opportunities for eco-friendly packaging solutions in alcohol drinks

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