



# Processed Meat and Seafood Packaging in Italy

July 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Changes in consumer preference cause shifts in packaging for processed seafood

Blister and strip packs emerge for single-serve packs of meat and seafood substitutes

Thin wall plastic containers preferred in the retail e-commerce channel due to durability

#### PROSPECTS AND OPPORTUNITIES

Shelf stable seafood sees packaging innovation for convenience

Smaller packs to see growth due to rise in small, and health-conscious households

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