



Meals and Soups Packaging in the Philippines

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Folding cartons are used for frozen pizza as they are easy to handle and transport
Brand owners look to use pack types that offer effective protection for their products
Flexible plastic and folding cartons the main pack types in dried ready meals

PROSPECTS AND OPPORTUNITIES

Smaller packs of frozen pizza to gain traction
Metal food cans will remain dominant despite the emergence of other pack types

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