



Meals and Soups Packaging in South Korea

June 2024

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Meals and Soups Packaging in South Korea - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible plastic is the preferred pack type in meals and soups packaging, due to its cost-effectiveness

Plastic pouches sees growth in 2023 due to versatility

500g pack size increases in 2023, due to a preference for portion control

PROSPECTS AND OPPORTUNITIES

Folding cartons poised for growth due to sustainability

Increase in single-person households expected to drive demand for smaller pack sizes

Meals and Soups Packaging in South Korea - Company Profiles

Packaging Industry in South Korea - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Flexible plastic is the preferred pack type in meals and soups packaging due to its cost-effectiveness and convenience

Rigid plastic maintains its dominance in overall soft drinks packaging

PET bottles grow as a pack type for beer in larger pack sizes, owing to practicality considerations

Small pack sizes continue to dominate beauty and personal care due to consumer preferences

HDPE bottles remain the most popular pack type for laundry care products in South Korea for their versatility and protective properties

PACKAGING LEGISLATION

Registration for recycled packaging claims made mandatory for food and beverage manufacturers

RECYCLING AND THE ENVIRONMENT

Seoul Dairy Cooperative shifts to pressure-sensitive labels to increase the recyclability of its PET bottles

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