

Processed Meat and Seafood Packaging in South Africa

October 2023

Table of Contents

KEY DATA FINDINGS

2022 DEVELOPMENTS

Metal food cans remain popular for shelf stable products as they provide protective barrier

Adaptability is driving up the use of folding cartons as packaging for frozen processed seafood and substitutes

Brands focus on convenient thin wall plastic containers for chilled processed seafood

PROSPECTS AND OPPORTUNITIES

Demand for smaller pack sizes is set to grow as they help reduce food waste

Preference for convenient pack types is likely to increase over the forecast period

Processed Meat and Seafood Packaging in South Africa - Company Profiles

Packaging Industry in South Africa - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Glass jars popular in packaged food as they help preserve product quality

Consumers prefer smaller pack sizes as they are convenient to use

Environmental concerns are driving the demand for sustainable packaging

Numerous brands use folding cartons as they help in branding

Consumers prefer plastic pouches for home care products as they are lightweight

PACKAGING LEGISLATION

New regulation regarding plastics is set to impact the packaging industry

RECYCLING AND THE ENVIRONMENT

Brand owners focusing on eco-friendly packaging to implement a circular economy

Table 1 - Overview of Packaging Recycling and Recovery in South Africa: 2020/2021 and Targets for 2022

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-meat-and-seafood-packaging-in-south-africa/report.