

Processed Meat and Seafood Packaging in Colombia

September 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Flexible plastic is the preferred pack type due to convenience and preservation qualities

Demand for convenience fuels chilled processed meat packaging growth

The 80g pack size is popular for its controlled portions and on-the-go consumption

PROSPECTS AND OPPORTUNITIES

Growth expected for the 250g pack size due to its versatility and cost-effectiveness

The desire to use recyclable materials will boost folding cartons' pack type share

Processed Meat and Seafood Packaging in Colombia - Company Profiles

Packaging Industry in Colombia - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Flexible plastic is the most popular pack type in food packaging

Popularity of lightweight packaging to cater to increasing on-the-go consumption

Brick liquid cartons gaining share in alcoholic drinks

Refill packs popular in beauty and personal care as they are seen as being sustainable

HDPE bottles dominate the home care industry thanks to their durability

PACKAGING LEGISLATION

Government announces National Plan for Sustainable Single-Use Plastics Management

RECYCLING AND THE ENVIRONMENT

Colombian coffee brands undertake initiatives to become more sustainable

Nativa partners with meteorologists to transform bottles into rain gauges

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