

# Ready Meals Packaging in France

June 2022

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## Ready Meals Packaging in France - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Ready meals slips into decline in 2021 after the boost to sales seen a year earlier

Dinner mixes sees a major growth slowdown in 2021, but still records a positive sales increase

The rise of healthy ready meals products leads to an increase in transparent packaging

#### PROSPECTS AND OPPORTUNITIES

Health and wellness trends support the growth of prepared salads packaging

Frozen and shelf stable ready meals will underperform due to a negative health perception

## Ready Meals Packaging in France - Company Profiles

## Packaging Industry in France - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2021: The big picture

2021 key trends

Thin wall plastic containers benefit from the growing popularity of plant-based diets

Dominant pack type PET bottles continues growing in soft drinks

Hard seltzers an emerging category within the alcoholic drinks market

Easing of COVID-19 restrictions drives demand for deodorants and fragrances

HDPE bottles benefit from the COVID-19-driven hygiene trend

### PACKAGING LEGISLATION

Ministry of Ecological Transition introduces new recycling goals to reduce plastic waste and promote recycling

France bans plastic packaging for fruit and vegetables from 2022

French government looking to limit the usage of plastic bottle packaging

### RECYCLING AND THE ENVIRONMENT

France introduces new law in 2021 to increase recycled content in plastic bottles

Triman symbol and unified signage among mandatory items on labels to be added to packaged products from 2022

Beauty and personal care industry to face a blow from the AGEC law's recycling restrictions

**Table 1** - Overview of Packaging Recycling and Recovery in France: 2018 and Targets for 2021

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