

# Processed Meat and Seafood Packaging in Thailand

October 2023

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## Processed Meat and Seafood Packaging in Thailand - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

The pandemic-induced shelf stable meat and seafood boom looks close to being over  
Flexible plastic dominates chilled and frozen processed meat packaging due to its lightweight nature  
Leading brands use flexible plastic and folding cartons for frozen processed seafood

#### PROSPECTS AND OPPORTUNITIES

Usage of flexible plastic will continue increasing as it is convenient and cost-effective  
Increasing health consciousness will continue to drive growth in meat and seafood substitutes

## Processed Meat and Seafood Packaging in Thailand - Company Profiles

## Packaging Industry in Thailand - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2022: The big picture  
2022 key trends  
Brands primarily focussed on brick liquid cartons for cream and milk  
Smaller pack sizes dominate in soft drinks  
The 330ml pack remains the most popular size for alcoholic drinks in Thailand  
Smart packaging popular for beauty and personal care products in Thailand  
HDPE bottles the main pack type in surface care

### PACKAGING LEGISLATION

New legislation for food-contact plastics

### RECYCLING AND THE ENVIRONMENT

Singha at the forefront of sustainable packaging and waste management in Thailand

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