

Processed Meat and Seafood Packaging in India

September 2023

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Processed Meat and Seafood Packaging in India - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Convenience trends drive demand in processed meat and seafood

Smaller pack sizes dominate the Indian market

Metal food cans remains a minor pack type due to the limited demand for shelf stable meat and seafood

PROSPECTS AND OPPORTUNITIES

Small pack sizes will continue to lead packaging unit volumes in processed meat and seafood

Flexible plastic will remain the dominant pack type

Processed Meat and Seafood Packaging in India - Company Profiles

Packaging Industry in India - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Dominant pack types losing share to alternatives that enjoy consumers' preference

Flexible packaging preferred in hot drinks for its convenience

Glass bottles dominate alcoholic drinks due to their association with premium quality

Customer-centric packaging prevails in beauty and personal care

Home care driving sustainability through refill packs

PACKAGING LEGISLATION

India implements stringent plastic waste regulations

RECYCLING AND THE ENVIRONMENT

Leading fmcg companies' initiatives to drive sustainability

Beverage companies reworking packaging to make it more sustainable

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

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