

Ready Meals Packaging in South Africa

July 2022

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Ready Meals Packaging in South Africa - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Pandemic boosts sales of frozen ready meals, driving demand for folding cartons
Clover leverages new packaging technology to extend the shelf life of its chilled ready meals
Brand proliferation puts more emphasis on packaging in ready meals

PROSPECTS AND OPPORTUNITIES

Chilled ready meals and shelf stable ready meals expected to record negative CAGRs
Frozen ready meals, frozen pizza and chilled pizza to see the most dynamic growth over the forecast period

Ready Meals Packaging in South Africa - Company Profiles

Packaging Industry in South Africa - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2021: The big picture

2021 key trends

Packaging in ready meals is customer-centric, with demands for longer shelf life
Alcoholic drinks packaging sees a shift to cost-effective bag-in-box packaging
Packaging for non-alcoholic drinks is customer-centric, with flexible packaging most popular in hot drinks
Personal hygiene and the need for cost-effective products influence packaging
HDPE bottles and flexible packaging dominate in home care

PACKAGING LEGISLATION

EPR fee for producing and importing plastic packaging introduced from 2021

RECYCLING AND THE ENVIRONMENT

South African government sets ambitious collection targets

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

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