

Meals and Soups Packaging in Indonesia

September 2023

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Meals and Soups Packaging in Indonesia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Ready meals growing in 2022 thanks to their convenience and easy meal preparation

Flexible plastic is the dominant pack type in Indonesia due to its versatility

The 180g pack remains a popular size as it offers portion control for consumers

PROSPECTS AND OPPORTUNITIES

Frozen ready meals packaging expected to see further growth over the forecast period

Shelf stable ready meals expected see growth in the coming years

Meals and Soups Packaging in Indonesia - Company Profiles

Packaging Industry in Indonesia - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Indonesian parents prefer bick liquid cartons for baby food as they are resealable

Thin wall plastic containers are popular for RTD tea as they are convenient and cost-effective

Alcoholic drinks brands are incorporating slogans in their packaging

Increased demand for deodorants leads to rise in usage of metal aerosol cans

Biodegradable plastic packaging is gaining traction in the home care industry

PACKAGING LEGISLATION

The ban on plastic bag usage is likely to aid the usage of biodegradable packaging

RECYCLING AND THE ENVIRONMENT

Brands are increasingly adopting sustainable packaging to reduce their carbon footprint

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