

Meals and Soups Packaging in South Africa

October 2023

Table of Contents

Meals and Soups Packaging in South Africa - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Flexible packaging preferred for dry and chilled soup in South Africa
Brands tend to focus on packaging solutions that offer flexibility to consumers
Folding cartons continue to benefit from increasing demand for ready meals

PROSPECTS AND OPPORTUNITIES

Use of flexible plastic is set to further grow as it reduces transportation costs
Demand for 350g pack size in ready meals likely to rise as it is convenient for all households

Meals and Soups Packaging in South Africa - Company Profiles

Packaging Industry in South Africa - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture
2022 key trends
Glass jars popular in packaged food as they help preserve product quality
Consumers prefer smaller pack sizes as they are convenient to use
Environmental concerns are driving the demand for sustainable packaging
Numerous brands use folding cartons as they help in branding
Consumers prefer plastic pouches for home care products as they are lightweight

PACKAGING LEGISLATION

New regulation regarding plastics is set to impact the packaging industry

RECYCLING AND THE ENVIRONMENT

Brand owners focusing on eco-friendly packaging to implement a circular economy
Table 1 - Overview of Packaging Recycling and Recovery in South Africa: 2020/2021 and Targets for 2022

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/meals-and-soups-packaging-in-south-africa/report.