



Euromonitor  
International

# Processed Meat and Seafood Packaging in China

August 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Processed meat and seafood packaging grows in 2024, led by strong demand for protein-rich options  
Innovative packaging with QR codes boosts convenience and engagement in processed meat and seafood packaging  
Shift from rigid containers to flexible packaging in processed meat and seafood packaging

PROSPECTS AND OPPORTUNITIES

Processed meat and seafood packaging volumes in China expected to rise, due to demand for convenience and cold chain expansion  
Shifting consumer preferences likely to reshape pack sizes in processed meat and seafood packaging in China

DISCLAIMER

EXECUTIVE SUMMARY

Packaging in 2024: The big picture  
2024 key trends  
China's food packaging saw a unified shift towards sustainability and convenience  
Portable packaging is trending in non-alcoholic drinks for on-the-go and environmental reasons  
PET bottles gain ground in alcoholic drinks packaging driven by portability and sustainability  
Rise of e-commerce and eco-consciousness are reshaping beauty packaging  
Blister packs boom due to visibility and protection in home care packaging  
Premiumisation and convenience drive evolution in dog and cat food packaging in China

PACKAGING LEGISLATION

Anti-excess packaging rules for leaner designs and reduced hidden costs  
Advancing safe and sustainable packaging through China's 2024 draft amendments

RECYCLING AND THE ENVIRONMENT

Recyclable packaging as part of Mars China's corporate sustainability drive  
Table 1 - Overview of Packaging Recycling and Recovery in China: 2023/2024 and Targets for 2025

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/processed-meat-and-seafood-packaging-in-china/report](http://www.euromonitor.com/processed-meat-and-seafood-packaging-in-china/report).