



Euromonitor
International

Processed Meat and Seafood Packaging in the United Kingdom

August 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Processed meat and seafood packaging's growth driven by sustainability and convenience trends
Fibre-based innovations reshape processed meat and seafood packaging
Smaller pack sizes and flexible pack types lead packaging changes in the UK

PROSPECTS AND OPPORTUNITIES

Flexible and smaller pack sizes to drive future growth in processed meat and seafood packaging
Rising demand for pouches in processed seafood packaging

DISCLAIMER

EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
Changing consumer behaviour and economic pressures drive the shift towards convenience-focused and flexible packaging formats
Rising sustainability expectations and inflationary pressures reshape food packaging formats
Regulatory targets and brand carbon goals accelerate the shift to rPET and low-impact non-alcoholic formats
Premiumisation demands and carbon-reduction goals drive material diversification in alcoholic drinks
Circular beauty expectations and retailer action accelerate refill and bio-based packaging adoption
Demand for value and waste reduction drives adoption of concentrates and refill ecosystems in home care
Consumer demand for sustainability and functionality drives new flexible and smart packaging formats in pet food

PACKAGING LEGISLATION

Rising regulatory costs are accelerating packaging redesign
Deposit incentives are reshaping beverage packaging choices
Government-funded waste systems are driving infrastructure upgrades, recycling targets and local-authority integration

RECYCLING AND THE ENVIRONMENT

Regulatory pressure and consumer demand driving strategic recycling partnerships
Patent-free biopolymers and seaweed coating emerge as compostable packaging solutions
EPR obligations and traceability requirements reinforce adoption of smart packaging technologies
Table 1 - Overview of Packaging Recycling and Recovery in the United Kingdom: 2022/2023 and Targets for 2024

DISCLAIMER

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/processed-meat-and-seafood-packaging-in-the-united-kingdom/report.