



Processed Meat and Seafood Packaging in the US

September 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Meat and seafood packaging rose in 2025 due to convenience and affordability

North Coast sets new standard with fully recyclable Unicorn seafood packaging

Pack types shift as competition grows in US processed meat packaging

PROSPECTS AND OPPORTUNITIES

Rising demand and innovation will help drive meat and seafood packaging volumes

Continued shift towards aluminium/plastic pouches expected in chilled processed seafood packaging

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EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 key trends

Food packaging is shifting towards sustainable materials and portion-controlled formats

Sustainable formats like rPET, cans and pouches are reshaping beverage packaging.

Aluminium cans gaining share in alcoholic drinks packaging

Circular and sustainable packaging innovations transforming beauty and personal care

Refillable systems and green materials driving change in home care packaging

Sustainable and convenient packaging trends redefining pet food

PACKAGING LEGISLATION

The transformation of packaging laws in the US promotes sustainable solutions and producer accountability

Proposed circular economy law raises questions on recycling future

California's plastic pollution law sets new benchmark for sustainable packaging

RECYCLING AND THE ENVIRONMENT

Deposit Return Schemes gain momentum to boost recycling rates in the US

Compostable packaging becoming a leading solution to plastic waste

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