



Processed Meat and Seafood Packaging in South Africa

September 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising packaging volumes in processed meat and seafood in South Africa, with metal food cans maintaining its lead
Stable demand for proven metal food can and plastic pouch solutions
Demand for smaller pack sizes rises as they are affordable, offer portion control, and help reduce food waste

PROSPECTS AND OPPORTUNITIES

Stable growth expected in processed meat and seafood packaging volumes in South Africa
250g flexible plastic expected to gain popularity amid demand for convenience and portion control

DISCLAIMER

Processed Meat and Seafood Packaging in South Africa - Company Profiles

Packaging Industry in South Africa - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture
Evolving packaging shift towards value and everyday convenience
Smaller, single-serve packaging trends across multiple food categories in South Africa
PET dominance and HDPE growth shape South Africa’s beverage packaging in 2024
Rising preference for metal beverage cans in alcoholic drinks
Premium sustainability through in-mould labelling in beauty packaging
HDPE bottles and larger pack sizes shape home care packaging
Flexible packaging focuses on convenience through resealable pouches

PACKAGING LEGISLATION

Strengthening Extended Producer Responsibility (EPR) regulations
Mandatory Deposit Return System (DRS) proposed for beverage containers in South Africa

RECYCLING AND THE ENVIRONMENT

Expansion of circular economy and recycling infrastructure
Tackling plastic pollution through collaborative action
Table 1 - Overview of Packaging Recycling and Recovery in South Africa: 2022/2023 and Targets for 2024

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