



**Euromonitor
International**

Processed Meat and Seafood Packaging in India

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Flexible plastic leads growth in processed meat and seafood packaging
- Vacuum seal closures in flexible plastic keep freshness intact
- Growth for numerous pack sizes in processed meat and seafood packaging

PROSPECTS AND OPPORTUNITIES

- Processed meat and seafood packaging will grow along with rising demand and new entrants
- Resealable flexible packaging to see a rise in processed meat and seafood packaging

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EXECUTIVE SUMMARY

- Packaging in 2024: The big picture
- 2024 key trends
- Paper-based and portion-control packs gaining popularity in food packaging
- Increasing use of rPET and cartons to combine sustainability with convenience
- Rising demand for convenient and eco-friendly packaging fuels shift towards aluminium cans
- Eco-friendly packaging and travel-size options gaining popularity among younger consumers
- Regulatory requirements and sustainability goals accelerate adoption of refill and biodegradable formats
- Single-serve and resealable pouches drive convenience and freshness in pet food packaging

PACKAGING LEGISLATION

- Rising compliance costs drive packaging innovation and differentiation
- Single-use plastic policy accelerates transition to sustainable packaging solutions
- Stricter plastic waste management rules and the shift towards digital traceability

RECYCLING AND THE ENVIRONMENT

- Incentive-based collection and digital systems support shift to circular packaging models
 - Mono-material and recyclable pouches transform dairy and food packaging
 - Recyclable and reduced-plastic packaging options expand in response to consumer demand
- Table 1 - Overview of Packaging Recycling and Recovery in India: 2023/20234 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-india/report.