

# Processed Meat and Seafood Packaging in China

September 2023

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## Processed Meat and Seafood Packaging in China - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Modest growth for unit volume sales of processed meat and seafood packaging in 2022

Meat and seafood substitutes continue to grow in 2022

Flexible plastic is the dominant pack type in processed meat and seafood

#### PROSPECTS AND OPPORTUNITIES

Strong shelf stable seafood performance will help metal food cans gain share in processed meat and seafood

Environmental concerns will reduce the consumption of single-use plastic and drive the development of other pack types

## Processed Meat and Seafood Packaging in China - Company Profiles

## Packaging Industry in China - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Large pack sizes are preferred in sauces, dips and condiments packaging in China

PET bottles are the preferred pack type in non-alcoholic drinks packaging

Metal beverage cans are the dominant pack type in alcoholic drinks packaging

New materials are being used to create eco-friendly packaging in China in 2022

Chinese consumers are leaning towards more convenient forms of packaging

### PACKAGING LEGISLATION

New legislation on Labelling of Pre-Packaged Special Dietary Foods in China

SAMR set to enforce new provisions to reduce excessive packaging from 2023

China bans non-degradable plastic bags

### RECYCLING AND THE ENVIRONMENT

China emphasises the importance of the need for standardised recycling

Chinese government sets targets to achieve carbon neutrality by 2060

Unilever and Alibaba group introduce a closed-loop plastic recycling system

**Table 1** - Overview of Packaging Recycling and Recovery in China: 2020/2021 and Targets for 2022

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