

# Processed Meat and Seafood Packaging in the US

October 2023

Table of Contents

## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Flexible plastic has the highest packaging volumes for processed meat and seafood

Pack type share for plastic pouches increases for shelf stable meat

340g pack size continues to witness an increase in pack type share in 2022

### PROSPECTS AND OPPORTUNITIES

Smaller pack sizes expected to grow in the forecast period

## Processed Meat and Seafood Packaging in the US - Company Profiles

## Packaging Industry in the US - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Thin wall plastic containers gaining share in meals and soups as they offer excellent barrier properties

Consumers prefer multipacks as they offer better value for money

Brands offer smaller pack sizes as they are suitable for on-the-go consumption

Cost-effectiveness is one of the main factors behind the usage of folding cartons

Eco-friendly pack types are gaining ground in home care packaging

### PACKAGING LEGISLATION

Ban on single-use plastic increases the usage of sustainable packaging

### RECYCLING AND THE ENVIRONMENT

Sustainability driving brands to invest in innovative packaging solutions

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

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