



**Euromonitor
International**

Processed Meat, Seafood and Alternatives To Meat Packaging in China

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Flexible films anchor a softening protein category as paper-based gifting formats advance

INDUSTRY PERFORMANCE

Films and casings keep a flexible-led protein category dominant

Rigid trays and paper formats gain at the margins

Convenience and freshness reshape the flexible base

WHAT'S NEXT?

Measured decline as recycled-content and fibre formats advance

Premium, chilled and recyclable formats open the next phase

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-meat-seafood-and-alternatives-to-meat-packaging-in-china/report.