Euromonitor International

Processed Meat, Seafood and Alternatives To Meat Packaging in the US

September 2026

Processed Meat, Seafood and Alternatives To Meat Packaging in the US - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Ban on foam-trays drives fibre and recycled-PET innovation in a flexible-led protein aisle

INDUSTRY PERFORMANCE

Films and trays sustain a flexible-led protein aisle
Fibre and recycled-content trays signal a structural shift
Pouches and recycled film hold their ground on convenience and freezer performance

WHAT'S NEXT?

Recycled content and fibre formats to drive modest growth
Pouches and fibre trays open premium and frozen opportunities

COUNTRY REPORTS DISCLAIMER

Processed Meat, Seafood and Alternatives To Meat Packaging in the US - Company Profiles

Packaging Industry in the US - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2025: the big picture
2025 key trends
Food packaging lightweights rigid plastic as glass and recycled content advance
Recycled content rules and paper-based formats reshape soft drinks packaging
Aluminium cans extend their lead in alcoholic drinks packaging
Glass premiumisation, refill and state recycling laws reshape beauty and personal care packaging
Concentrates, refills and recyclable triggers reshape home care packaging
Humanisation and flexible pouches redefine pet food packaging

PACKAGING LEGISLATION

Legislation shifts accountability
State EPR laws spread as Oregon is the first to implement a packaging programme
California's SB 54 and recycled content rules set the national benchmark

RECYCLING AND THE ENVIRONMENT

Deposit return schemes gain renewed momentum to lift recycling rates
Compostable and recyclable materials advance against single-use plastics

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world’s most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.

- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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-the-us/report.