

Processed Meat and Seafood Packaging in Thailand

October 2023

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Processed Meat and Seafood Packaging in Thailand - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

The pandemic-induced shelf stable meat and seafood boom looks close to being over
Flexible plastic dominates chilled and frozen processed meat packaging due to its lightweight nature
Leading brands use flexible plastic and folding cartons for frozen processed seafood

PROSPECTS AND OPPORTUNITIES

Usage of flexible plastic will continue increasing as it is convenient and cost-effective
Increasing health consciousness will continue to drive growth in meat and seafood substitutes

Processed Meat and Seafood Packaging in Thailand - Company Profiles

Packaging Industry in Thailand - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture
2022 key trends
Brands primarily focussed on brick liquid cartons for cream and milk
Smaller pack sizes dominate in soft drinks
The 330ml pack remains the most popular size for alcoholic drinks in Thailand
Smart packaging popular for beauty and personal care products in Thailand
HDPE bottles the main pack type in surface care

PACKAGING LEGISLATION

New legislation for food-contact plastics

RECYCLING AND THE ENVIRONMENT

Singha at the forefront of sustainable packaging and waste management in Thailand

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