Euromonitor International

Processed Meat, Seafood and Alternatives To Meat Packaging in Vietnam

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

KEY DATA FINDINGS

2025 DEVELOPMENTS

Stable growth in category defined by metal and flexible formats

INDUSTRY PERFORMANCE

Stable, low growth supported by popularity of processed meat and seafood products in local cooking
Branded chilled meat and traceable packaging gather pace
Rigid trays advance while flexible and metal soften

WHAT'S NEXT?

Rigid plastic drives measured growth as investment lands
Chilled premiumisation and traceability open opportunities

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

Packaging Industry in Vietnam - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2025: the big picture
2025 key trends
EPR pressure and premiumisation reshape food packaging in Vietnam
Sachets anchor volumes as glass and tubes lead growth in beauty and personal care
Flexible plastic leads pet food packaging as thin wall containers and PET canisters emerge

PACKAGING LEGISLATION

Mandatory extended producer responsibility reshapes packaging economics
Decree 05/2025 refines scope, exemptions and reuse incentives
Consolidation and a possible deposit return scheme define the next phase

RECYCLING AND THE ENVIRONMENT

Industry collection schemes scale as producer responsibility organisations mature
Recycled content and circular targets set the direction toward 2030

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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-vietnam/report.