



**Euromonitor
International**

Processed Meat, Seafood and Alternatives To Meat Packaging in Vietnam

September 2026

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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- **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-vietnam/report.