

# Ready Meals Packaging in South Africa

July 2022

Table of Contents

## Ready Meals Packaging in South Africa - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Pandemic boosts sales of frozen ready meals, driving demand for folding cartons  
Clover leverages new packaging technology to extend the shelf life of its chilled ready meals  
Brand proliferation puts more emphasis on packaging in ready meals

#### PROSPECTS AND OPPORTUNITIES

Chilled ready meals and shelf stable ready meals expected to record negative CAGRs  
Frozen ready meals, frozen pizza and chilled pizza to see the most dynamic growth over the forecast period

## Ready Meals Packaging in South Africa - Company Profiles

## Packaging Industry in South Africa - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2021: The big picture  
2021 key trends  
Packaging in ready meals is customer-centric, with demands for longer shelf life  
Alcoholic drinks packaging sees a shift to cost-effective bag-in-box packaging  
Packaging for non-alcoholic drinks is customer-centric, with flexible packaging most popular in hot drinks  
Personal hygiene and the need for cost-effective products influence packaging  
HDPE bottles and flexible packaging dominate in home care

### PACKAGING LEGISLATION

EPR fee for producing and importing plastic packaging introduced from 2021

### RECYCLING AND THE ENVIRONMENT

South African government sets ambitious collection targets  
Table 1 - Overview of Packaging Recycling and Recovery in South Africa: 2020/2021 and Targets for 2022

## 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/ready-meals-packaging-in-south-africa/report](https://www.euromonitor.com/ready-meals-packaging-in-south-africa/report).