

# Meals and Soups Packaging in Argentina

May 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Flexible plastic continues to dominate ready meals thanks to its convenience  
Customisability of folding cartons helps it maintain growth in frozen ready meals  
200g pack size gains share in dried ready meals

#### PROSPECTS AND OPPORTUNITIES

Lifestyle shifts to drive convenience trend  
Flexible aluminium/plastic will continue to dominate dry soup packaging

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