

Meals and Soups Packaging in the US

October 2023

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Meals and Soups Packaging in the US - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Thin wall plastic containers become popular for meals and soups packaging
Preferred Packaging collaborates with Northwest Frozen LLC to launch packaging
Plastic pouches gains pack type share in dried ready meals and quick recipe kits

PROSPECTS AND OPPORTUNITIES

Flexible plastic expected to gain pack type share in frozen soup
Manufacturers will seek to improve the sustainability of meal kits

Meals and Soups Packaging in the US - Company Profiles

Packaging Industry in the US - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Thin wall plastic containers gaining share in meals and soups as they offer excellent barrier properties
Consumers prefer multipacks as they offer better value for money
Brands offer smaller pack sizes as they are suitable for on-the-go consumption
Cost-effectiveness is one of the main factors behind the usage of folding cartons
Eco-friendly pack types are gaining ground in home care packaging

PACKAGING LEGISLATION

Ban on single-use plastic increases the usage of sustainable packaging

RECYCLING AND THE ENVIRONMENT

Sustainability driving brands to invest in innovative packaging solutions

Table 1 - Overview of Packaging Recycling and Recovery in the US: 2020/2021 and Targets for 2022

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