Meals and Soups Packaging in South Africa

October 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS
Flexible packaging preferred for dry and chilled soup in South Africa
Brands tend to focus on packaging solutions that offer flexibility to consumers
Folding cartons continue to benefit from increasing demand for ready meals

PROSPECTS AND OPPORTUNITIES
Use of flexible plastic is set to further grow as it reduces transportation costs
Demand for 350g pack size in ready meals likely to rise as it is convenient for all households

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