

# Processed Meat and Seafood Packaging in South Korea

June 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Flexible plastic holds the majority of pack type share in chilled processed meat due to its preservation qualities

Flexible plastic witnesses a decline in pack type share in frozen processed seafood in 2023

300g pack size most popular, due to portion control and affordability

#### PROSPECTS AND OPPORTUNITIES

Cost-effectiveness and convenience to boost demand for flexible plastic in shelf stable meat

Smaller pack sizes set to grow over the forecast period due to portion control

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