



# Ready Meals Packaging in Thailand

August 2022

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## Ready Meals Packaging in Thailand - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Return to growth in packaging volumes as consumers spend less time at home

Consumers seek out ready meals with long storage, benefiting plastic pouches in shelf stable ready meals

Flexible aluminium/paper suffers from lack of full recovery for dried ready meals

#### PROSPECTS AND OPPORTUNITIES

Frozen and chilled ready meals packaging set to drive growth

Lack of potential for folding cartons in frozen pizza, but potential for stand-up pouches in shelf stable ready meals

## Ready Meals Packaging in Thailand - Company Profiles

## Packaging Industry in Thailand - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2021: The big picture

2021 key trends

Paper-based containers recording dynamic growth in dairy packaging

Flexible packaging gains share in dog and cat food

Growth in meat and seafood substitutes helps drive usage of flexible plastic

PET bottles gaining share in soft drinks

Metal is the best performing pack type in alcoholic drinks in 2021

Paper-based containers recording growth in beauty and personal care

Hygiene consciousness driving growth in home care

### PACKAGING LEGISLATION

Thailand issues Plastic Food Packaging Regulations

Labelling and marking requirements

### RECYCLING AND THE ENVIRONMENT

Thailand introduces recycling goals

Unilever announces recycling objectives

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