



Processed Meat and Seafood Packaging in Vietnam

October 2023

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Processed Meat and Seafood Packaging in Vietnam - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Shelf stable seafood continues to see strong growth in 2022

Flexible plastic and metal food cans dominate packaging unit volumes in processed meat and seafood

The 150-155g pack sizes are popular in Vietnamese processed meat and seafood

PROSPECTS AND OPPORTUNITIES

Flexible plastic and metal food cans will remain the biggest pack types in Vietnam

Further growth expected for meat and seafood substitutes (inc tofu)

Processed Meat and Seafood Packaging in Vietnam - Company Profiles

Packaging Industry in Vietnam - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Glass jars the leading pack type in sweet spreads in 2022

Small pack sizes of soft drinks remain popular among consumers in 2022

Metal beverage cans gaining ground within alcoholic drinks

Glass bottles gaining popularity within the beauty and personal care industry in 2022

HDPE bottles dominate surface care packaging in Vietnam

PACKAGING LEGISLATION

Vietnam introduces an EPR regime in 2022 to promote sustainability

RECYCLING AND THE ENVIRONMENT

Coca-Cola Vietnam launches 100% recycled PET bottles in 2022

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