



Ready Meals Packaging in Vietnam

September 2022

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Ready Meals Packaging in Vietnam - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Shelf stable ready meals in demand, but sales hit by consumers having time to cook meals from scratch

Metal food cans and flexible plastic dominate ready meals packaging

Packaging design remains important for manufacturers

PROSPECTS AND OPPORTUNITIES

Diversification expected in ready meals in the coming years

Flexible packaging benefits from popularity of frozen ready meals as new pack types emerge

Ready Meals Packaging in Vietnam - Company Profiles

Packaging Industry in Vietnam - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2021: The big picture

2021 key trends

Consumer-centric packaging in the food industry

Folding cartons are the dominant pack type for non-alcoholic drinks

Convenient pack types eat into glass bottles' share in alcoholic drinks

Focus on sustainable packaging is the vision for beauty and personal care

Refill packs and innovative designs dominate the home care industry

PACKAGING LEGISLATION

Labelling amendments for tobacco and alcohol

RECYCLING AND THE ENVIRONMENT

Vietnamese government takes the initiative in waste management

Companies taking an ecological stand

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