



Meals and Soups Packaging in Argentina

May 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible plastic continues to dominate ready meals thanks to its convenience
Customisability of folding cartons helps it maintain growth in frozen ready meals
200g pack size gains share in dried ready meals

PROSPECTS AND OPPORTUNITIES

Lifestyle shifts to drive convenience trend
Flexible aluminium/plastic will continue to dominate dry soup packaging

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