



Meals and Soups Packaging in Ukraine

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Thin wall plastic containers gaining share in frozen ready meals due to their durability and convenience

Flexible plastic making headway in prepared salads as it helps keep the product fresh

Smaller pack sizes popular in dry soup

PROSPECTS AND OPPORTUNITIES

The 250g pack size is gaining share in shelf stable ready meals as it is an ideal pack size for NGOs

Folding cartons the most popular pack type for frozen pizza due to their convenience and sustainability

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