



Processed Meat and Seafood Packaging in China

August 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Processed meat and seafood packaging grows in 2024, led by strong demand for protein-rich options
Innovative packaging with QR codes boosts convenience and engagement in processed meat and seafood packaging
Shift from rigid containers to flexible packaging in processed meat and seafood packaging

PROSPECTS AND OPPORTUNITIES

Processed meat and seafood packaging volumes in China expected to rise, due to demand for convenience and cold chain expansion
Shifting consumer preferences likely to reshape pack sizes in processed meat and seafood packaging in China

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EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
China's food packaging saw a unified shift towards sustainability and convenience
Portable packaging is trending in non-alcoholic drinks for on-the-go and environmental reasons
PET bottles gain ground in alcoholic drinks packaging driven by portability and sustainability
Rise of e-commerce and eco-consciousness are reshaping beauty packaging
Blister packs boom due to visibility and protection in home care packaging
Premiumisation and convenience drive evolution in dog and cat food packaging in China

PACKAGING LEGISLATION

Anti-excess packaging rules for leaner designs and reduced hidden costs
Advancing safe and sustainable packaging through China's 2024 draft amendments

RECYCLING AND THE ENVIRONMENT

Recyclable packaging as part of Mars China's corporate sustainability drive
Table 1 - Overview of Packaging Recycling and Recovery in China: 2023/2024 and Targets for 2025

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