

Beat: Business

## **MEAT,POULTRY & SEAFOOD REMAINS LEADING FOOD MARKET, CONVERTED FLEXIBLE PACKAGING**

### **THE LARGEST FOOD MARKET IN 2018**

PARIS - CLEVELAND, 05.06.2019, 14:10 Time

**USPA NEWS** - According to the study Converted Flexible Packaging, "Meat, poultry, and seafood was the largest food market for converted flexible packaging in 2018, accounted for 15% of demand. Among other major markets are baked goods, snack food, produce, candy and confections, pet food, dairy products, frozen food, beverages, and grain mill products."

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Demand for converted flexible packaging in food applications is projected to increase 3.3% annually to \$17 billion in 2023. Meat, poultry, and seafood will remain the leading market, supported by ongoing consumer demand for case-ready fresh meat, preseasoned meats, and individually wrapped portions.

Pouches and bags used in the meat, poultry, and seafood markets are typically high-barrier products that help extend the shelf life of these products, which tend to be highly perishable. Additionally, a wide range of value-added features is used in this market to add convenience or marketability. Value-added products for flexible packaging used in this market include :

- \* easy-peel films
- \* cook-in bags and films
- \* improved leak and puncture resistance
- \* odor control and freshness extending components
- \* films that allow for high-quality printing
- \* resealable bags and pouches (though the use of zippers as well as peel and reseal films).

Demand for converted flexible packaging in all markets is forecast to increase 2.9% annually to \$22.8 billion in 2023. The ongoing conversion from rigid to flexible formats and consumer interest in products packaged for single servings or uses will continue to drive gains.

Source : The Freedonia Group

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#### **Article online:**

<https://www.uspa24.com/bericht-15508/meatpoultry-und-seafood-remains-leading-food-market-converted-flexible-packaging.html>

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