Freedonia®

Meat Packaging Market in the US

Industry Study with Forecast for 2021

Study #3495 | February 2017 | $4900

Demand for meat packaging in the US through 2021 will be supported by continued implementation of case-ready packaging systems in the fresh meat sector and a greater need for the high-performance packaging these systems utilize. In addition, shrinking household sizes will drive meat processors to reduce package weights to provide more convenience to consumers, thus increasing volume demands for packaging overall.

Traditional packaging formats will remain dominant

Corrugated boxes, plastic film, bags, and trays will still hold the majority of all meat packaging demand through 2021. Boxes will see continued growth due partially to greater use of retail-ready packaging in the shipment and display of processed foods. Although trays and bags will see some erosion of share as trayless vacuum packaging formats gain popularity with retailers, all films, bags and trays utilized in the packaging of fresh meat will benefit from greater demands for extended meat shelf life and better package performance.

Pouches, plastic containers to exhibit most rapid growth

The fastest growth products will be in niche packaging formats as they gain some share from other containers in the frozen and processed meat sectors. Pouches will see continued gains in the packaging of frozen meat products while plastic containers register greater usage with fresh prepared entrees and premium processed meat offerings.

Markets associated with fresh foods will show strong gains

The markets that will show the most rapid gains through 2021 are those that are associated with trends favoring minimally processed foods and brands that use clean label practices to promote product transparency. The fresh and frozen meat sector will see good gains as home cooking is still seen as the best way to ensure that dietary guidelines are followed.

Study coverage

This Freedonia industry study analyzes the $5.1 billion US meat packaging market. It presents historic demand data (2006, 2011, 2016) plus a forecast for 2021 by product (corrugated boxes, trays, folding cartons, cans, paperboard sleeves, plastic containers, blister packs, foil containers, glass jars, plastic film, bags, pouches, paper and foil wrap, labels, absorbent pads, oxygen scavengers, tape, tags, netting), market (fresh and frozen, processed, ready-to-eat), and application (beef, veal, pork, lamb, bison, other meat). The study also discusses technologies used in meat packaging (MAP, vacuum packaging, case-ready packaging, retort packaging, interactive labels, TTIs, susceptors, moisture control packaging). Along with evaluation of company market share there is analysis of industry players including Bemis, Berry Plastics, Georgia-Pacific, Graphic Packaging, International Paper, NOVIPAX, Packaging Corporation of America, Pactiv, Sealed Air, Silgan Holdings, Viscofan Group, Winpak, and WestRock.

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Historical data through 2016 plus forecast for 2021

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TECHNOLOGY

Retort Packaging

Demand for retort packaging in the meat market is expected to inc
through 2021 by driven b
expanding use wi d foodse
markets, includin lacement

Retort packages ı nd are o
used to refresh th anced c
nience. Other ad

- larger printi
- greater porta
- lighter weig
- convenience
- reduced stor
- shorter cooking time, which contributes to improved taste

SAMPLE TEXT

Despite advantages over cans, retort pouches and bowls will face
tance based on broader shifts among consumers away from canne
packaged meat products. Additionally, retort pouches suffer from
processing speeds compared to cans.

While pouches are the main retort packaging type in meat, other f
are expected to make inroads as product producers seek to differe
their product lines while also offering new convenience type prod
Manufacturers of retort pouches and/or retort pouch rollstock incl

- Bemis
- Mondi
- Printpack
- ProAmpac
- Sealed Air

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Table 5-10 | Bag Demand in Meat Packaging, 2006-2021 (million dollars)

Item	2006	2011	2016	2021
Meat Packaging Demand				
% bags				
Bag Demand				
cents/unit				
Bag Demand (mil units)				
% bags				
Flexible Meat Packaging				

Source: The Freedonia Group

SAMPLE TABLE

Table 4-1 | Rigid Packaging Demand in Meat Packaging, 2006 - 2021 (million dollars)

Item	2006	2011	2016	2021
Meat Packaging Demand				
% rigid				
Rigid Meat Packaging Demand				
Corrugated Boxes				
Trays				
Metal Cans				
Folding Cartons				
Plastic Containers				
Paperboard Sleeves				
Other				

Source: The Freedonia Group

SAMPLE TABLE

Table 7-16 | Lamb & Other Meat Packaging Demand by Product & Market, 2006 - 2021 (million dollars)

Item	2006	2011	2016	2021
Lamb & Other Meat Packaging Demand				
By Type:				
Rigid				
Corrugated Boxes				
Other				
Flexible				
Plastic Film				
Bags & Pouches				
Other				
Accessories				
By Market:				
Fresh & Frozen				
Processed				
Ready-to-Eat				
% other meat				
Meat Packaging				

Source: The Freedonia Group

SAMPLE TABLE

This study can help you:

- Determine your market & sales potential
- Learn more about industry competitors
- Assess new products & technologies
- Identify firms to merge with or acquire
- Complement your research & planning
- Gather data for presentations
- Confirm your own internal data
- Make better business decisions

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Related Studies

Cups & Lids

US demand for cups and lids is forecast to rise 3.9% annually to $10.6 billion in 2020. Packaging cups will post the fastest gains through 2020, based mainly on the fact that these products usually are smaller portions. The foodservice market will continue to demand the largest share of cups and lids, with preference for premium coffee and fruit beverages aiding growth. This study assesses the $8.8 billion US market for cups and lids, giving projections for 2020 and 2025 by product and market. In addition, the study details industry structure and analyzes company market share.

#3445................August 2016................. $5300

Active & Intelligent Packaging

US demand for active and intelligent packaging is forecast to grow 7.3 percent annually to $4.0 billion in 2019. Intelligent packaging such as time-temperature monitors and smartphone-enabled interactive labels and tags will be the fastest growing segment, increasing at a double-digit annual rate. This study analyzes the $2.8 billion US active and intelligent packaging industry, with forecasts for 2019 and 2024 by product and market. The study also considers market environment factors, evaluates company market share and profiles industry players.

#3338.............. October 2015................ $5300

Foodservice Disposables

Demand for foodservice disposables in the US is projected to increase 3.9 percent per year to $21.9 billion in 2019. Packaging will remain the most common product segment and will outpace serviceware, napkins and other foodservice disposables. Retail and vending will be the fastest growing market, while eating and drinking places will remain dominant. This study analyzes the $18 billion US foodservice disposables industry, with forecasts for 2019 and 2024 by product and market. The study also evaluates company market share and profiles industry players.

#3313................August 2015................. $5500

Meat, Poultry & Seafood Packaging

US demand for meat, poultry, and seafood packaging will rise 3.8 percent annually to $10.9 billion in 2019. Flexible packaging will outpace rigid based on performance and sustainability advantages of pouches and high barrier films. Fresh and frozen will remain the dominant market, while the ready-to-eat segment will grow the fastest. This study analyzes the $9 billion US meat packaging industry, with forecasts for 2019 and 2024 by technology, raw material, product, application, and market. The study also evaluates company market share and profiles industry players.

#3263..................April 2015.................. $5300

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Freedonia's methods

- Establishing consistent economic & market forecasts
- Using input/output ratios, flow charts & other economic methods to quantify data
- Employing in-house analysts who meet stringent quality standards
- Interviewing key industry participants, experts & end users
- Researching a proprietary database that includes trade publications, government reports & corporate literature

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