

Seafood packaging market making advances in APAC

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The seafood packaging market has made advances on the back of thriving aquaculture activities, especially in the Asia Pacific. The advent of an array of materials used in primary and secondary packaging on one hand, and constant progress in modified atmosphere packaging (MAP) and vacuum packaging, on the other hand, shape these advances.

Packaging companies concurrently focus on meeting the advanced food preservation needs during transportation, and the sustainability quotient of packaging.

During the assessment period of 2019 – 2027, the global market is expected to clock a CAGR of ~5%. Seafood brands tapping into the vast revenue potential found in North America and Europe will expand their product portfolios toward sustainability. Together with this, a continuously rising aquaculture industry and seafood trade will help the seafood packaging market to touch the mark of 6.5 Bn by the period-end.

Cost-effective and High-performing Food Packaging Technologies help Seafood Brands

Evolution in the seafood packaging market pivots on the food packaging companies to offer high-end technologies to meet the requirements of seafood brands. Brands are keen on adopting processing technologies that prolong the shelf-life and nutritional value of the final products.

Thus, alternative packaging technologies and new packaging materials find adopted to meet the freshness of poultry and fish products.

Seafood Packaging Market: Key Driving Factors and Promising Avenues

- The rise in demand for seafood along with a thriving aquaculture activity drive growth
- Demand for smart packaging that keep track on numerous freshness criteria of perishable food products drive product developments in the seafood packaging market

- Focus on reducing bacterial contamination to shape the decision of the type of packaging method