

PRESS RELEASE

TETRA PAK UNVEILS INDUSTRY-FIRST CARTON PACKAGING FOR TUNA MANUFACTURERS

Tetra Recart[®] offers food producers a cost competitive, lower carbon alternative to cans.

Bangkok, Thailand, 6 July 2026 – Tetra Pak, in collaboration with the Spanish leading seafood producer Jealsa, has unveiled the industry's first carton packaging for shelf stable tuna. Packaged in Tetra Recart[®], this market leading innovation launched in Sweden last month with retailer Axfood in 200 ml Mini format and will be available to food producers and brands worldwide including Thailand.

The solution was brought to market in collaboration with the Spanish leading seafood producer Jealsa, combining expertise in food packaging from Tetra Pak with decades of experience in producing high-quality seafood products from Jealsa.

This launch arrives at a significant time for Thailand, which accounts for 29.7% of global canned tuna exports¹. As the industry navigates a shift in consumer demand toward convenient, portable food options², this new packaging format enables local producers to meet these demands and maintain their edge in the fast-evolving market.

Supanat Ratandib, Marketing Director, Tetra Pak (Thailand) Limited, commented:
“Thailand’s tuna industry has long been recognised for its scale, quality and manufacturing strength. As consumer expectations evolve, the next phase of growth will be shaped by how producers innovate to meet demand for greater convenience, variety and product experiences. With Tetra Recart, we see an opportunity to bring new momentum to one of Thailand’s most established food categories, enabling tuna brands to diversify their portfolios, strengthen shelf appeal, and differentiate while maintaining quality and shelf life. Its lightweight, box-shaped design also improves logistics efficiency, creating added value for both domestic and export markets. Through our Product Development Centre, we look forward to working closely with producers to co-create new concepts, from recipes and formats to taste and texture, that meet the needs of today’s consumers.”

A unique paper-based alternative to traditional cans, Tetra Recart offers food producers a new way to differentiate in one of the seafood industry's most established categories. The global shelf stable tuna market is expected to grow an estimated 12% to 12.4 billion units by 2030, reflecting rising demand for affordable, versatile and long-lasting protein options.

Tetra Recart offers brands a cost-competitive, scalable paper-based packaging solution and already supports a wide range of shelf-stable products, from spreads and flakes to shredded tuna and chunks, with plans to expand into additional tuna preparations as the category evolves.

¹ Krungsri Research, Industry Outlook 2025-2027: Canned Seafood Industry, 2025

² 6Wresearch, Thailand Tinned Fish & Seafood Market: Analysis & Size, 2026

Tatiana Liceti, Executive Vice President, Packaging Solutions at Tetra Pak commented: *“This is true packaging innovation in a category that has looked the same for generations. With the industry’s first carton for shelf stable tuna in Tetra Recart, we are giving producers and brands a new way to stand out on shelf to protect and grow market share, support cost competitive, scalable production, and modernise with a paper-based alternative to cans, while contributing to more sustainable food systems through smarter production and distribution.*”

Jesús M. Alonso Escurís, President at Jealsa said: *“In Jealsa's 68-year history in shelf-stable seafood, we have always been committed to innovation. The launch of this market-leading products sets a new benchmark for the industry. Through our collaboration with Tetra Pak, we've brought a game-changing packaging solution to market, combining their expertise in innovative formats with our long-standing heritage in high-quality seafood. Together, we are delivering a solution that responds to evolving consumer expectations. Following a successful launch in Sweden, we are already seeing strong market momentum and are confident this will continue as demand for more convenient, modern and sustainable products grows.”*

When it comes to functionality, being easy to handle and having the ability to stack efficiently, makes it an appealing choice for consumers. In fact, more than 80% of consumers say they would buy tuna packaged in Tetra Recart[®], while 58% say they prefer it to existing tuna packaging alternatives.³

The packaging format also delivers significant environmental benefits. Tetra Recart has the smallest carbon footprint of any package in its category, 85% lower than steel cans and 83% lower than glass jars.⁴ At scale, this equates to 21,000 tonnes less CO₂ per 1 million cans⁵. The package also uses up to 71% FSC[™] certified paper, sourced from responsibly managed, renewable forests.

A new format for an evolving category

In a category with a history of round cans, the distinctive shape of Tetra Recart creates immediate shelf impact. Large, flat surfaces enable bolder branding and clearer storytelling, while the compact carton shape allows packages to fit tightly together, improving shelf efficiency and enabling more product per metre. The format’s robustness and rectangular shape also supports efficient warehousing and is simple to ‘pick and pack’ for e-retailers, making it well suited to e-commerce, home delivery and meal kits, offering the same impact for customers viewing it on screen as it does on a retail shelf.

As demand grows for convenient, protein-focused foods, shelf-stable tuna is evolving. Tetra Pak’s game changing packaging solution in carton responds to this shift, helping food producers in Thailand and other markets move beyond cans to modernise the category, differentiate their brands and support more sustainable food systems.

To learn more about shelf stable tuna in Tetra Recart, visit Tetra Pak’s website [here](#).

³ Global Shelf-stable Tuna Market Assessment Study, Tetra Pak, October 2025

⁴ Tetra Pak, [Comparative Life Cycle Assessment of Tetra Pak® carton packages and alternative packaging systems for beverages and liquid food on the European market, 2020.](#)

⁵ Tetra Pak, [Comparative Life Cycle Assessment of Tetra Pak® carton packages and alternative packaging systems for beverages and liquid food on the European market, 2020.](#)

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ABOUT TETRA PAK

We're here to make food safe and available. It's why we provide advanced food production systems. In collaboration with our customers and suppliers, driven by more than 24,000 dedicated employees worldwide, we protect food sustainably every day for hundreds of millions of people in more than 160 countries. Because we're here to fulfil a purpose: We commit to making food safe and available, everywhere, and we promise to protect what's good: food, people and the planet.

More information about Tetra Pak is available at tetrapak.com.

ABOUT JEALSA

Jealsa is a Spanish family-owned company founded in 1958 by Jesús Alonso Fernández. Originally dedicated to the production and commercialization of canned fish and seafood, the company has achieved numerous milestones in its 68-years history. Thanks to its commitment to innovation and diversification, Jealsa has become one of the world's leading producers in its sector. Today, the company comprises a number of businesses structured around three divisions: food, valorization and energy.

More information about Jealsa is available at jealsa.com.

MEDIA CONTACTS

Tetra Pak (Thailand) Limited
Tapanee Junhom
Head of Communications
Tel. +662-018-3000
Tapanee.junhom@tetrapak.com

Agency Communications Contact (Vero)
Wimonphan Nampachoke
Tel: +669-6669-9746
Email: wimonphan@vero-asean.com or
tetrapakTH@vero-asean.com