

Boxboard Europe

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Tetra Pak and Spanish seafood producer Jealsa unveil industry-first carton packaging for shelf-stable tuna

- Wednesday 17 June

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

Tetra Pak, in collaboration with the leading Spanish seafood producer Jealsa, has today 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.

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

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.¹

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.

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-years history in shelf-stable seafood, we have always been committed to innovation. The launch of this market-leading product 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, make 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.²

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.³ At scale, this equates to 21,000 tonnes less CO₂ per 1 million cans⁴. 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 support 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.

Following its successful introduction in Sweden, the collaboration between Tetra Pak and Jealsa demonstrates how packaging innovation can respond to changing consumer expectations while innovating in established categories. Jealsa will bring various Tetra Recart product categories to market, both under its own brands (Rianxeira, Mare Aperto and Robinson Crusoe) and third-party brands. 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 move beyond cans to modernise the category, differentiate their brands and support more sustainable food systems.

¹ Tetra Pak, Shelf stable tuna market assessment, commissioned by Meticulous Research, 2025

² Global Shelf-stable Tuna Market Assessment Study, Tetra Pak, October 2025

³ 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

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

Boxboard/Cartonboard Europe Key Attributes

Symbol	Description	Date	Price	+/-	Month	Monthly Average
FP-CBB-0098	Cartonboard/boxboard, folding boxboard (GC2) 270-280 g, free delivered France, €/tonne	01 Jun 2026	980 - 1220	15 (1.38%)	Jun 2026	980 - 1220

Symbol	Description	Date	Price	+/-	Month	Monthly Average
FP-CBB-0100	Cartonboard/boxboard, folding boxboard (GC2) 270-280 g free delivered Germany €/tonne	01 Jun 2026	980 - 1210	15 (1.39%)	Jun 2026	980 - 1210
FP-CBB-0099	Cartonboard/boxboard, white-lined chipboard (GD2) 300 g, free delivered France, €/tonne	01 Jun 2026	700 - 740	15 (2.13%)	Jun 2026	700 - 740
FP-CBB-0101	Cartonboard/boxboard, white-lined chipboard (GD2) 300 g, free delivered Germany, €/tonne	01 Jun 2026	680 - 735	15 (2.17%)	Jun 2026	680 - 735

Boxboard/Cartonboard Germany Markets

Symbol	Description	Date	Price	+/-	Month	Monthly Average
FP-CBB-0100	Cartonboard/boxboard, folding boxboard (GC2) 270-280 g free delivered Germany €/tonne	01 Jun 2026	980 - 1210	15 (1.39%)	Jun 2026	980 - 1210
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Boxboard/Cartonboard Spain Markets

Symbol	Description	Date	Price	+/-	Month	Monthly Average
FP-CBB-0104	Cartonboard/boxboard, folding boxboard (GC2) 270-280 g, free delivered Spain, €/tonne	01 May 2026	970 - 1190	0 (0.00%)	May 2026	970 - 1190
FP-CBB-0105	Cartonboard/boxboard, white-lined chipboard (GD2) 300 g, free delivered Spain, €/tonne	01 May 2026	695 - 720	15 (2.17%)	May 2026	695 - 720

Boxboard/Cartonboard France Markets

Symbol	Description	Date	Price	+/-	Month	Monthly Average
FP-CBB-0098	Cartonboard/boxboard, folding boxboard (GC2) 270-280 g, free delivered France, €/tonne	01 Jun 2026	980 - 1220	15 (1.38%)	Jun 2026	980 - 1220
FP-CBB-0099	Cartonboard/boxboard, white-lined chipboard (GD2) 300 g, free delivered France, €/tonne	01 Jun 2026	700 - 740	15 (2.13%)	Jun 2026	700 - 740

Boxboard/Cartonboard Italy Markets

Symbol	Description	Date	Price	+/-	Month	Monthly Average
FP-CBB-0102	Cartonboard/boxboard, folding boxboard (GC2) 270-280 g, free delivered Italy, €/tonne	01 May 2026	980 - 1190	0 (0.00%)	May 2026	980 - 1190
FP-CBB-0103	Cartonboard/boxboard, white-lined chipboard (GD2) 300 g, free delivered Italy, €/tonne	01 May 2026	680 - 700	0 (0.00%)	May 2026	680 - 700

Boxboard/Cartonboard UK Markets

Symbol	Description	Date	Price	+/-	Month	Monthly Average
FP-CBB-0094	Cartonboard/boxboard, folding boxboard (GC2) 270-280 g, free delivered United Kingdom, £/tonne	01 Jun 2026	990 - 1175	15 (1.41%)	Jun 2026	990 - 1175
FP-CBB-0095	Cartonboard/boxboard, folding boxboard (GC2) 270-280 g, free delivered United Kingdom, €/tonne	01 Jun 2026	1145 - 1359	19.5 (1.58%)	Jun 2026	1145 - 1359
FP-CBB-0096	Cartonboard/boxboard, white-lined chipboard (GD2) 300 g, free delivered United Kingdom, £/tonne	01 Jun 2026	715 - 765	15 (2.07%)	Jun 2026	715 - 765

Symbol	Description	Date	Price	+/-	Month	Monthly Average
FP-CBB-0097	Cartonboard/boxboard, white-lined chipboard (GD2) 300 g, free delivered United Kingdom, €/tonne	01 Jun 2026	827 - 885	19 (2.27%)	Jun 2026	827 - 885