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The Rise of Ribbon Pepperoni

Why visual appeal and casing performance matter more than ever.

From Cling to Peel

How adjustable adhesion is changing the game for meat producers.

Supporting Growth in Every Slice

ViskoTeepak's fibrous casing meets the needs of a fast-evolving market.

THE CASING BEHIND THE CRAZE

Explore how **fibrous casing** supports today's most in-demand formats, like pre-sliced pepperoni and salami. With consistent sizing and reliable performance, it helps producers meet evolving consumer and market needs.



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Fibrous Casing: Supporting the Growing Demand for Pepperoni and Salami

The processed meat market, especially in the pepperoni and salami segments, is experiencing rapid growth. As consumer preferences shift toward higher-quality and more convenient food options, the demand for processed and dry sausages continues to rise. This growing trend presents a significant opportunity for ViskoTeepak's fibrous casing products to establish an even stronger foothold in the market. With the largest selection of sizes, advanced adhesion control, and tailor-made solutions, ViskoTeepak is uniquely positioned to support this market expansion and deliver added value to meat producers worldwide.

Market Growth and Trends

The global processed meat market has been steadily increasing, with pepperoni and salami leading the way. Pepperoni, in particular, has seen consistent growth, driven by the rise in pizza consumption — both fresh and frozen.

Frozen Pizza Market on the Rise

The frozen pizza market is projected to reach USD 30.3 billion by 2033, growing at a steady rate of 5.04% CAGR. Convenience is a key factor behind this growth, as busy consumers seek quick and easy meal options. Frozen pizzas offer the perfect solution — high in flavor, easy to prepare, and available in a wide range of varieties.

Meat-topped pizzas, especially those featuring pepperoni, dominate the market. Meat toppings hold a 56% market share in the frozen pizza segment, reflecting the strong consumer preference for protein-rich options. Additionally, innovations in freezing and packaging technology have improved the quality and shelf life of frozen pizzas, making them more appealing to consumers.

This surge in frozen pizza consumption directly impacts the demand for pepperoni and pre-sliced salami — two key products where fibrous casing plays a critical role. As pizza brands introduce more premium and regional-style options, the need for consistent size, flavor, and appearance in pepperoni and salami becomes even more important.

Increased Demand for Pre-Sliced and Ribbon Pepperoni

Pre-sliced salami and pepperoni are becoming increasingly popular as consumers gravitate toward ready-to-eat and easy-to-use products. The demand for pre-sliced products is being driven by two main factors:

- **Convenience:** Pre-sliced products save time and effort for both consumers and food service providers.
- **Uniformity:** Consistent size and texture are essential for automated pizza production lines, where precise ingredient placement is key.

Ribbon pepperoni is also gaining traction, particularly in the U.S. market, where it creates a visually appealing curled shape when cooked — a feature that many pizza brands are actively marketing. The ability to produce pepperoni with a consistent size, shape, and texture is critical for these applications, which places high demands on casing performance.



How Fibrous Casing Supports These Trends

Fibrous casing is well-suited to meet the demands of the growing processed meat market, particularly for pepperoni and salami. Its combination of strength, consistency, and processing flexibility makes it an ideal solution for high-volume production.

1. Consistent Size and Strength

Pepperoni and salami require uniform size and shape for efficient processing and slicing. Fibrous casing provides reliable size control and strength, reducing breakage and improving production efficiency.

2. Adjustable Adhesion control

Fibrous casing offers both high meat-cling (for dry sausages like salami) and easy-peel (for pre-sliced pepperoni), allowing producers to fine-tune the process to meet product and market needs.

3. Smoke Permeability and Customization

The casing allows consistent smoke penetration for balanced flavor. A wide range of sizes and customization options — including color, length, and adhesion levels — ensures versatility for different product types.



The Competitive Edge

ViskoTeepak's wide product offering and deep processing knowledge help producers achieve operational efficiency and product consistency. A reliable supply chain and strong technical support ensure smooth production and consistent results.

Conclusion

As the market for pepperoni, salami, and other processed meats continues to grow, ViskoTeepak's fibrous casing is well-positioned to capture new opportunities. The combination of size control, strength, adhesion options, and smoke permeability makes fibrous casing the preferred choice for meat producers looking to improve efficiency and product quality. By aligning its products with market trends and customer needs, ViskoTeepak is ready to grow alongside the expanding processed meat industry — one perfectly stuffed sausage at a time.





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