

## **Processed Fruit and Vegetables in China**

Market Direction | 2022-11-15 | 20 pages | Euromonitor

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### **Report description:**

Taking inspiration from traditional Chinese desserts, many brands in shelf stable fruit have invented new flavours, such as poplar nectar, using sugar substitutes. Such dessert-flavoured canned fruits usually contain more than one type of fruit and have a mixed taste that can offer consumers more indulgence than one simple fruit. Seeing such an advantage, some snacks brands, such as Three Squirrels, also launched shelf stable fruit. For example, its Nai Nai Tian has added fruit juice to the plas...

Euromonitor International's Processed Fruit and Vegetables in China report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Frozen Processed Fruit and Vegetables, Shelf Stable Fruit and Vegetables.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Processed Fruit and Vegetables market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International  
November 2022

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#### KEY DATA FINDINGS

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Inspiration from traditional Chinese desserts and sugar substitutes drive growth in shelf stable fruit

Cost of raw materials rising, causing the price of shelf stable fruit to increase

Regional pandemic lockdowns boost stockpiling of shelf stable fruit and vegetables as consumers fear lack of fresh goods

#### PROSPECTS AND OPPORTUNITIES

Increasing popularity of home-made drinks which include shelf stable fruit a major factor driving growth

The fad of healthy and convenient cooking using an air fryer to drive growth for frozen processed potatoes

E-commerce to gain share, with brands leveraging short-video advertising via interest e-commerce

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