

## **Processed Fruit and Vegetables Packaging in Vietnam**

Market Direction | 2022-09-15 | 8 pages | Euromonitor

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### **Report description:**

As fresh fruit and vegetables are diverse and affordable in Vietnam, and generally preferred for their freshness, most local consumers continue to favour them over processed products. They are also generally considered to taste better. This limits the growth prospects for shelf stable fruit and vegetables, and therefore also the packaging unit volumes of metal food cans, the only pack type used in this category.

Euromonitor International's Processed Fruit and Vegetables Packaging in Vietnam report offers insight into key trends and developments driving packaging across the category. The report also examines trends and prospect for various pack types and closures: metal packaging, rigid plastic, glass, liquid cartons, paper-based containers; flexible packaging.

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 Packaging 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.

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PROCESSED FRUIT AND VEGETABLES PACKAGING IN VIETNAM

KEY DATA FINDINGS

2021 DEVELOPMENTS

Consumers still generally tend to prefer fresh products

Shelf stable fruit and vegetables hit by new import rules

Metal food cans dominate processed fruit and vegetables packaging, with easy-open can ends continuing to gain share

PROSPECTS AND OPPORTUNITIES

Urbanisation and more working women will help drive demand over the forecast period

Processed fruit and vegetables likely to remain underdeveloped with limited innovation

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