

Processed Fruit and Vegetables Packaging in India

Market Direction | 2024-06-25 | 10 pages | Euromonitor

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Report description:

Frozen processed potatoes saw one of the strongest growth rates in processed fruit and vegetables in terms of packaging volumes in India in 2023. These are increasingly popular as a snacking option in the country. Exposure to limited-service restaurants is encouraging some consumers to cook these products at home, considering their long shelf life and quick preparation. In addition, producers of frozen processed potatoes have adapted to local palates by featuring Indian flavours, which are becoming...

Euromonitor International's Processed Fruit and Vegetables Packaging in India 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 INDIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sustainability initiatives by top brands for frozen processed potatoes packaging

Flexible plastic remains the sole packaging choice for frozen processed potatoes, with small sizes gaining traction

Shelf stable fruit benefits from urban consumers searching for convenience

PROSPECTS AND OPPORTUNITIES

Metal food cans in smaller pack sizes likely to gain share in shelf stable fruit

Larger pack size of 840g likely to gain popularity in shelf stable vegetables as more Indians favour storing staple foods in large quantities

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