

## **Processed Fruit and Vegetables Packaging in the Philippines**

Market Direction | 2024-07-30 | 8 pages | Euromonitor

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### **Report description:**

Frozen processed potatoes, the only frozen products with visible sales in the overall processed fruit and vegetables category, are packaged only in flexible plastic. This is because this pack type provides an airtight seal that protects the potatoes from air, moisture and light, which helps maintain their freshness and quality, while protecting them from freezer burn and moisture loss. Moreover, its lightweight and durable nature also reduces transportation costs, making it an efficient choice f...

Euromonitor International's Processed Fruit and Vegetables Packaging in Philippines 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 THE PHILIPPINES

KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible plastic is the preferred pack type for frozen processed potatoes

Metal food cans most popular for shelf stable vegetables as they are hermetically sealed

Thin wall plastic containers now the main pack type in shelf stable fruit due to their cost-effectiveness

PROSPECTS AND OPPORTUNITIES

Brands are likely to focus on smaller pack sizes as they are considered ideal for local consumers

Continued widespread usage of flexible plastic expected thanks to its portability

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