

## **Processed Fruit and Vegetables Packaging in South Africa**

Market Direction | 2024-07-03 | 8 pages | Euromonitor

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### **Report description:**

In recent years, the demand for frozen fruit has been increasing as consumers embrace convenient on-the-go consumption trends. In 2023, this trend was notably evident in the increased popularity of frozen fruit packaged in plastic pouches. This pack type saw very strong growth in frozen fruit in 2023, as players and consumers appreciated its practicality and ease of storage. Leading brands like Frut have responded to this demand by introducing products such as mango chunks in 350g pack sizes. Ma...

Euromonitor International's Processed Fruit and Vegetables Packaging in South Africa 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 SOUTH AFRICA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Strong growth for plastic pouches in frozen fruit

Shelf stable beans mainly packaged in durable metal food cans

Brick liquid cartons record strong growth in shelf stable tomatoes in 2023

PROSPECTS AND OPPORTUNITIES

Use of plastic pouches to increase, but metals food cans will remain the dominant packaging type

Frozen processed vegetables to continue growing over the forecast period

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