

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

Market Direction | 2024-08-29 | 9 pages | Euromonitor

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### **Report description:**

Processed fruit and vegetables packaging managed to record modest growth in Vietnam in 2023, due to growing demand for convenience in food consumption, with such products offering consumers easy-to-prepare and ready-to-use options. These products save time and effort in meal preparation, which appeals to busy households. In addition, as awareness of health and nutrition increases, there is a growing interest amongst consumers in incorporating fruits and vegetables into their diet.

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

2023 DEVELOPMENTS

Metal food cans dominates processed fruit and vegetables due to excellent barrier properties

Large metal food cans continue to reign in shelf stable vegetables

Surge in consumption of 565g pack in shelf stable fruit

PROSPECTS AND OPPORTUNITIES

Larger packs of shelf stable fruit expected to gain traction

Shelf stable beans likely to be preferred in smaller packs for portion control

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