

Processed Fruit and Vegetables Packaging in Italy

Market Direction | 2024-07-15 | 9 pages | Euromonitor

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Report description:

Total processed fruit and vegetables packaging volumes in Italy saw low growth in 2023, with increases for both frozen and shelf stable processed fruit and vegetables. With consumers becoming increasingly conscious about the traceability of raw materials, detailed information on various processing stages is driving consumer demand in processed fruit and vegetables. Manufacturers are therefore now prioritising the provision of comprehensive information on the packaging. Conserve Italia, a leader...

Euromonitor International's Processed Fruit and Vegetables Packaging in Italy 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 ITALY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Detailed information on packaging has become a norm, meeting consumer demand

Convenience and quality increasingly prioritised for shelf stable beans packaging

750g pack size grows for frozen fruit as it is cost-effective and sustainable

PROSPECTS AND OPPORTUNITIES

Glass jars expected to grow for packaging shelf stable vegetables, due to perception of quality, and transparency

Smaller pack types to gain share in processed fruit and vegetables

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