

# Processed Fruit and Vegetables Packaging in China

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## Abstracts

The Omicron variant of the COVID-19 virus was resulting in case number spikes across China throughout much of 2022, prompting the authorities to enforce strict lockdown measures due to its zero-COVID policy. As consumers were confined to their homes, they minimised trips to the store and bought large quantities of shelf stable foods. This change in behaviour benefitted volume sales of shelf stable fruit, which accounts for the majority of volume sales in processed fruit and vegetables. This help...

Euromonitor International's Processed Fruit and Vegetables Packaging in China 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International  
February 2024

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KEY DATA FINDINGS

### **2022 DEVELOPMENTS**

COVID-19 lockdowns and stockpiling help drive volume sales of shelf stable fruit  
Glass jars dominate the packaging of processed fruit and vegetables  
Shelf stable fruit faces competition from fresh products

### **PROSPECTS AND OPPORTUNITIES**

Changing consumption occasions are expected to drive sales of smaller pack sizes  
Continued shift from glass jars to metal food cans expected

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