

# Processed Fruit and Vegetables Packaging in Italy

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## Abstracts

Shelf stable beans was still recording positive unit volume growth in 2021, albeit much slower than in 2020, as growing health consciousness in Italy, accelerated by the COVID-19 pandemic, also included increased awareness of the nutritional benefits of legumes, including beans. Furthermore, due to their high protein content, legumes are often favoured by those seeking to moderate their intake of meat or eliminate it from their diet completely, whether to improve general health, minimise the env...

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.

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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Shelf stable beans still growing in 2021, in spite of the demand spike in 2020, as consumers appreciate the nutritional benefits of legumes

Metal food cans continues to lead processed fruit and vegetables packaging

Manufacturers adopt more natural pack designs for a health and “green” positioning

#### PROSPECTS AND OPPORTUNITIES

Frozen fruit to suffer from Italian consumers’ preference for fresh fruit

Glass gaining ground on metal through transparency, eco and premium trends

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