

# Processed Fruit and Vegetables Packaging in Malaysia

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## Abstracts

Both frozen processed fruit and vegetables and shelf stable fruit and vegetables saw a major spike in demand in 2020 as consumers were cooking at home more due to being home-bound as a result of COVID-19 restrictions. This provided a boost to the unit volumes of flexible plastic used in frozen products and metal food cans used for shelf stable goods in this year. While growth slowed in 2021, it was still positive, with frozen processed fruit and vegetables still seeing a particularly strong sale...

Euromonitor International's Processed Fruit and Vegetables Packaging in Malaysia 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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### PROCESSED FRUIT AND VEGETABLES PACKAGING IN MALAYSIA

#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Processed fruit and vegetables still seeing stronger growth in 2021 than pre-pandemic, despite demand having already spiked in 2020

Metal food cans remains dominant in shelf stable fruit and vegetables, as manufacturers see little incentive to innovate

Pandemic drives strong growth in demand for frozen processed potatoes

#### PROSPECTS AND OPPORTUNITIES

Increased health awareness will dampen growth in demand for packaging for processed fruit and vegetables, especially shelf stable offerings

Metal food cans will continue to dominate packaging in processed fruit and vegetables

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