

# Processed Fruit and Vegetables Packaging in India

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Date: September 2023

Pages: 8

Price: US\$ 990.00 (Single User License)

ID: P81D124D3E0DEN

## Abstracts

As Indian consumers have been returning to their busy and active lifestyles post-pandemic, they have been increasingly seeking convenient and time-saving food products. Frozen vegetable offerings such as mixed corn and peas require less preparation time than fresh vegetables, and thus provide a convenient meal constituent for busy urban Indians, particularly in tier 1 and tier 2 cities. This growth benefits flexible plastic, which is the exclusive pack type used for frozen processed vegetables.

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

## Contents

Processed Fruit and Vegetables Packaging in India  
Euromonitor International  
February 2024

### **LIST OF CONTENTS AND TABLES**

PROCESSED FRUIT AND VEGETABLES PACKAGING IN INDIA  
KEY DATA FINDINGS

### **2022 DEVELOPMENTS**

Processed fruit and vegetables benefit from urban consumers searching for convenience

Metal food cans the main pack type in processed fruits and vegetables

Consumers enjoy frozen processed potatoes as a quick snacking option

### **PROSPECTS AND OPPORTUNITIES**

Increasing interest in health and wellness likely to impact shelf stable vegetables growth

Smaller pack sizes will support demand as consumers look to experiment

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