

# Processed Fruit and Vegetables Packaging in the Philippines

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## Abstracts

Frozen processed potatoes, the only frozen products with visible sales in the overall processed fruit and vegetables category, are packaged only in flexible plastic. This is because this pack type provides an airtight seal that helps maintain the freshness and quality of the potatoes, while protecting them from freezer burn and moisture loss. Moreover, its lightweight and durable nature also reduces transportation costs, making it an efficient choice for both producers and consumers. Leading bra...

Euromonitor International's Processed Fruit and Vegetables Packaging in Philippines 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**

Flexible plastic is the preferred pack type for frozen processed potatoes

Metal food cans most popular for shelf stable vegetables as they are hermetically sealed

Thin wall plastic containers now the main pack type in shelf stable fruit due to their cost-effectiveness

### **PROSPECTS AND OPPORTUNITIES**

Brands are likely to focus on smaller pack sizes as they are considered ideal for local consumers

Usage of flexible plastic is set to remain strong, owing to its portability

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