

# Processed Fruit and Vegetables Packaging in Japan

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## Abstracts

There was a surge in demand for frozen fruit during the pandemic as they could be stored, thereby reducing the need for consumers to leave their homes to purchase fresh varieties. Despite a notable slowdown in 2022, demand for frozen fruit continued to rise, thereby positively influencing retail volumes of flexible plastic, the dominant packaging type for frozen fruit in Japan.

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

Greater consumption of frozen fruit benefits flexible plastic as a packaging type  
Protective features of metal cans benefit popularity in shelf stable tomatoes  
Cost-effectiveness and transparency of plastic pouches benefit packaging for shelf stable vegetables

### **PROSPECTS AND OPPORTUNITIES**

Smaller package sizes set to drive shelf stable fruit due to suitability for on-the-go consumption despite overall move away from this product  
Further growth expected for frozen processed fruit and vegetables packaging

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