



**Euromonitor
International**

Processed Fruit and Vegetables in Japan

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Processed fruit and vegetables declines in volume terms, while maintaining positive retail current value growth

Plastic pouches and cartons are gaining shelf space

Private label holds the largest share in frozen fruit, but other companies also rapidly enter the category

PROSPECTS AND OPPORTUNITIES

Processed fruit and vegetables expected to grow, driven by frozen processed fruit and vegetables

Shelf stable fruit and vegetables will struggle, but rolling stockpiling will mitigate the decline

Plastic pouches and cartons set to continue to take share from metal cans

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