



Processed Fruit and Vegetables Packaging in Australia

May 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Barrier properties help thin wall plastic containers gain share in shelf stable fruit
Flexible plastic's convenience helps it dominate frozen processed potatoes packaging
The 400g pack size is gaining share in shelf stable tomatoes

PROSPECTS AND OPPORTUNITIES

Packaging as a differentiator in a competitive market
Flexible plastic will continue taking share from metal food cans

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