



Processed Fruit and Vegetables Packaging in Brazil

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Metal food cans are the preferred pack type in processed fruit and vegetables

Flexible plastic dominates the packaging of frozen processed potatoes

The 200g pack size is popular among consumers due to its convenient portion control

PROSPECTS AND OPPORTUNITIES

Plastic pouches expected to continue gaining share in the packaging of shelf stable vegetables

Frozen processed potatoes expected to continue recording strong growth

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