Processed Fruit and Vegetables Packaging in India

June 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Sustainability initiatives by top brands for frozen processed potatoes packaging

Flexible plastic remains the sole packaging choice for frozen processed potatoes, with small sizes gaining traction

Shelf stable fruit benefits from urban consumers searching for convenience

PROSPECTS AND OPPORTUNITIES

Metal food cans in smaller pack sizes likely to gain share in shelf stable fruit

Larger pack size of 840g likely to gain popularity in shelf stable vegetables as more Indians favour storing staple foods in large quantities

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