



Processed Fruit and Vegetables Packaging in Italy

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Detailed information on packaging has become a norm, meeting consumer demand

Convenience and quality increasingly prioritised for shelf stable beans packaging

750g pack size grows for frozen fruit as it is cost-effective and sustainable

PROSPECTS AND OPPORTUNITIES

Glass jars expected to grow for packaging shelf stable vegetables, due to perception of quality, and transparency

Smaller pack types to gain share in processed fruit and vegetables

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