



Euromonitor
International

Processed Fruit and Vegetables Packaging in the US

June 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Shelf stable fruit players reformulate packaging to boost eco credentials

Partnerships with packaging and labelling organisations allow shelf stable vegetable players to highlight recycling efforts

Aluminium/plastic pouches continue gaining share in shelf stable fruit

PROSPECTS AND OPPORTUNITIES

Folding cartons to continue losing share in frozen processed vegetables as brands look to minimise packaging

Glass jars popular for premium products but will continue losing share overall in shelf stable vegetables

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- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-fruit-and-vegetables-packaging-in-the-us/report.