

# Processed Fruit and Vegetables in Japan

November 2023

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## Processed Fruit and Vegetables in Japan - Category analysis

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#### 2023 DEVELOPMENTS

Processed fruit and vegetable struggles in retail volume terms due to normalising sales and price increases

Plastic pouches and carton containers are gaining shelf space

Private label has the largest share in frozen fruit

#### PROSPECTS AND OPPORTUNITIES

Frozen processed fruit and vegetables will contribute to overall growth of processed fruit and vegetables

Shelf stable fruit and vegetables will struggle

Plastic pouches and carton containers set to become more popular

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