

# Processed Fruit and Vegetables Packaging in Thailand

October 2023

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## Processed Fruit and Vegetables Packaging in Thailand - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Packaging unit volumes flatlining in processed fruit and vegetables in 2022

Flexible plastic is preferred for frozen processed potatoes as it maintains the product quality

Durability is a prime reason why metal food cans are used for shelf stable beans

#### PROSPECTS AND OPPORTUNITIES

Shelf stable fruit brands prefer pack types that prevent product spoilage

Convenience is likely to drive the usage of flexible plastic in processed vegetables

## Processed Fruit and Vegetables Packaging in Thailand - Company Profiles

## Packaging Industry in Thailand - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Brands primarily focussed on brick liquid cartons for cream and milk

Smaller pack sizes dominate in soft drinks

The 330ml pack remains the most popular size for alcoholic drinks in Thailand

Smart packaging popular for beauty and personal care products in Thailand

HDPE bottles the main pack type in surface care

### PACKAGING LEGISLATION

New legislation for food-contact plastics

### RECYCLING AND THE ENVIRONMENT

Singha at the forefront of sustainable packaging and waste management in Thailand

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