

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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