



Euromonitor
International

Processed Fruit and Vegetables Packaging in China

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Processed fruit and vegetables packaging sees volume growth in 2024, led by rising interest in health and convenience
Microwave-safe, aluminium-free packs gain traction in processed fruit and vegetables packaging
China’s new rules simplify the packaging of processed fruit and vegetables

PROSPECTS AND OPPORTUNITIES

Health and convenience trends expected to drive growth in processed fruit and vegetables packaging volumes in China
Smaller pack sizes and thin wall plastic containers set to gain popularity as consumer needs evolve

DISCLAIMER

Processed Fruit and Vegetables Packaging in China - Company Profiles

Packaging Industry in China - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
China’s food packaging saw a unified shift towards sustainability and convenience
Portable packaging is trending in non-alcoholic drinks for on-the-go and environmental reasons
PET bottles gain ground in alcoholic drinks packaging driven by portability and sustainability
Rise of e-commerce and eco-consciousness are reshaping beauty packaging
Blister packs boom due to visibility and protection in home care packaging
Premiumisation and convenience drive evolution in dog and cat food packaging in China

PACKAGING LEGISLATION

Anti-excess packaging rules for leaner designs and reduced hidden costs
Advancing safe and sustainable packaging through China’s 2024 draft amendments

RECYCLING AND THE ENVIRONMENT

Recyclable packaging as part of Mars China’s corporate sustainability drive
Table 1 - Overview of Packaging Recycling and Recovery in China: 2023/2024 and Targets for 2025

DISCLAIMER

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