



Processed Fruit and Vegetables Packaging in the United Kingdom

August 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Rising packaging volumes driven by pack type and size shifts
- Smart, sustainable pack types and sizes redefine UK processed produce packaging
- Changing pack type and size preferences drive processed produce packaging trends in the UK

PROSPECTS AND OPPORTUNITIES

- Innovation and consumer trends to fuel growth in processed fruit and vegetables packaging
- Consumer demand for convenience and sustainability will drives packaging changes

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Processed Fruit and Vegetables Packaging in the United Kingdom - Company Profiles

Packaging Industry in the United Kingdom - Industry Overview

EXECUTIVE SUMMARY

- Packaging in 2024: The big picture
- 2024 key trends
- Changing consumer behaviour and economic pressures drive the shift towards convenience-focused and flexible packaging formats
- Rising sustainability expectations and inflationary pressures reshape food packaging formats
- Regulatory targets and brand carbon goals accelerate the shift to rPET and low-impact non-alcoholic formats
- Premiumisation demands and carbon-reduction goals drive material diversification in alcoholic drinks
- Circular beauty expectations and retailer action accelerate refill and bio-based packaging adoption
- Demand for value and waste reduction drives adoption of concentrates and refill ecosystems in home care
- Consumer demand for sustainability and functionality drives new flexible and smart packaging formats in pet food

PACKAGING LEGISLATION

- Rising regulatory costs are accelerating packaging redesign
- Deposit incentives are reshaping beverage packaging choices
- Government-funded waste systems are driving infrastructure upgrades, recycling targets and local-authority integration

RECYCLING AND THE ENVIRONMENT

- Regulatory pressure and consumer demand driving strategic recycling partnerships
- Patent-free biopolymers and seaweed coating emerge as compostable packaging solutions
- EPR obligations and traceability requirements reinforce adoption of smart packaging technologies
- Table 1 - Overview of Packaging Recycling and Recovery in the United Kingdom: 2022/2023 and Targets for 2024

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