



Euromonitor  
International

# Processed Fruit and Vegetables Packaging in China

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

### 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

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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](http://www.euromonitor.com/processed-fruit-and-vegetables-packaging-in-china/report).