



Euromonitor  
International

# Processed Fruit and Vegetables Packaging in South Korea

June 2024

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Flexible plastic is the preferred pack type for frozen processed potatoes, due to its durability

Metal food cans is the favoured pack type, due to excellent food preservation

70g pack size grows, due to a shift in preference towards on-the-go consumption

### PROSPECTS AND OPPORTUNITIES

PET jars poised for growth due to a rising preference for sustainable packaging

Rise in demand for frozen fruit set to benefit flexible plastic

## Processed Fruit and Vegetables Packaging in South Korea - Company Profiles

## Packaging Industry in South Korea - Industry Overview

## EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Flexible plastic is the preferred pack type in meals and soups packaging due to its cost-effectiveness and convenience

Rigid plastic maintains its dominance in overall soft drinks packaging

PET bottles grow as a pack type for beer in larger pack sizes, owing to practicality considerations

Small pack sizes continue to dominate beauty and personal care due to consumer preferences

HDPE bottles remain the most popular pack type for laundry care products in South Korea for their versatility and protective properties

## PACKAGING LEGISLATION

Registration for recycled packaging claims made mandatory for food and beverage manufacturers

## RECYCLING AND THE ENVIRONMENT

Seoul Dairy Cooperative shifts to pressure-sensitive labels to increase the recyclability of its PET bottles

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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-south-korea/report](https://www.euromonitor.com/processed-fruit-and-vegetables-packaging-in-south-korea/report).