



# Processed Fruit and Vegetables Packaging in Ukraine

August 2024

KEY DATA FINDINGS

2023 DEVELOPMENTS

Metal food cans and glass jars dominate shelf stable fruit and vegetables packaging in Ukraine  
Plastic pouches gaining share in shelf stable beans due to offering a longer shelf life  
Glass jars the preferred pack type for shelf stable tomatoes

PROSPECTS AND OPPORTUNITIES

Sustainable packaging to gain momentum as EU looks to phase out use of single-use plastic packaging  
Metal food cans to gain share in shelf stable vegetables as leading brand introduces new product

Processed Fruit and Vegetables Packaging in Ukraine - Company Profiles

Packaging Industry in Ukraine - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture  
2023 key trends  
Thin wall plastic containers gaining share in frozen ready meals, driven by cost savings  
Energy drinks see growth in 1-litre pack usage, fuelled by the mixer trend  
Convenience drives growth for squeezable plastic tubes in conditioners and treatments  
Brick liquid cartons rebound in alcoholic drinks, boosted by affordability and protective benefits  
Folding cartons dominate home care market due to versatility and durability

PACKAGING LEGISLATION

Recyclable materials take centre stage as EU tightens environmental regulations  
Ukraine strengthens packaging regulations for enhanced consumer safety and sustainability  
Industry-wide regulatory compliance: key developments in alcoholic drinks, beauty and food packaging

RECYCLING AND THE ENVIRONMENT

Alcoholic drinks industry pushes for sustainable packaging in 2023 to meet environmental and consumer demands  
Shaped liquid cartons gaining share in tomato pastes and purées  
Table 1 - Overview of Packaging Recycling and Recovery in Ukraine: 2021/2022 and Targets for 2023

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