



Processed Fruit and Vegetables Packaging in Vietnam

September 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Decline in packaging unit volumes due to shifting consumer preferences
Growth in mid-sized packs due to alignment with evolving consumer needs
The 240g pack size is gaining share in shelf stable beans for its portion control

PROSPECTS AND OPPORTUNITIES

Positive growth in packaging unit volumes expected from 2026
Metal food cans will continue to dominate, without much competition

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