



# Processed Fruit and Vegetables Packaging in the United Kingdom

August 2025

## Processed Fruit and Vegetables Packaging in the United Kingdom - Category analysis

### 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 drive 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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