

Processed Fruit and Vegetables Packaging in Thailand

October 2023

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Processed Fruit and Vegetables Packaging in Thailand - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Packaging unit volumes flatlining in processed fruit and vegetables in 2022

Flexible plastic is preferred for frozen processed potatoes as it maintains the product quality

Durability is a prime reason why metal food cans are used for shelf stable beans

PROSPECTS AND OPPORTUNITIES

Shelf stable fruit brands prefer pack types that prevent product spoilage

Convenience is likely to drive the usage of flexible plastic in processed vegetables

Processed Fruit and Vegetables Packaging in Thailand - Company Profiles

Packaging Industry in Thailand - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Brands primarily focussed on brick liquid cartons for cream and milk

Smaller pack sizes dominate in soft drinks

The 330ml pack remains the most popular size for alcoholic drinks in Thailand

Smart packaging popular for beauty and personal care products in Thailand

HDPE bottles the main pack type in surface care

PACKAGING LEGISLATION

New legislation for food-contact plastics

RECYCLING AND THE ENVIRONMENT

Singha at the forefront of sustainable packaging and waste management in Thailand

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