

China's quick-frozen vegetable industry is developing rapidly

Detail Introduction :

Compared with developed countries, China's frozen vegetable industry started late, but the development trend is very rapid. It has become a major exporter of quick-frozen vegetables, mainly due to China's widely distributed vegetable producing areas and other unique market resources. This industry is showing great potential for development.

"Many consumers think that frozen vegetables are not as nutritious as fresh vegetables, but this is not the case. Thanks to my country's very mature quick-freezing processing technology, quick-frozen vegetables are no different from fresh vegetables in terms of color and taste, and they are even better in terms of shelf life," Manager Zhang said in an interview with FRESHPLAZA.



"Our factory is located in Tangshan, China. We mainly supply fresh-cut vegetables to the domestic market and have already exported frozen vegetables to overseas markets. At this stage, we mainly export to Korea and Japan indirectly through domestic traders. With the gradual development of our factory, we will switch to direct exports and enter other high-end markets such as Europe while steadily developing the Japanese and Korean markets."

"In recent years, as a big vegetable consumer, the demand for fresh-cut vegetables in China's domestic market has been increasing year by year, mainly because people's fast pace of life and work makes them prefer quick-frozen vegetables."

prefer to buy products that are highly portable. There is no doubt that , which is a reflection of the trend of consumption upgrading."