



Processed Fruit and Vegetables in Belgium

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Volume declines seen in 2024
- Frozen processed options benefit from strong promotion and innovation
- New developments in product packaging cater to eco-conscious demand, while private label expands

PROSPECTS AND OPPORTUNITIES

- Convenience to remain major growth driver
- Shift towards plant proteins will gather pace over forecast period, with premiumisation returning as prominent trend throughout overall category
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Staple Foods in Belgium - Industry Overview

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