



**Euromonitor  
International**

# Processed Fruit and Vegetables in the United Kingdom

November 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Retail volume sales rise as inflation recedes
- Frozen food players focus on communicating sustainability and convenience credentials
- Players face pressure from private label as landscape consolidates

PROSPECTS AND OPPORTUNITIES

- Opportunities emerge as outlook improves
- Category to benefit from the need for convenient food options
- Communicating health and sustainability can reverse consumers' negative perceptions

CATEGORY DATA

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Staple Foods in the United Kingdom - Industry Overview

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- Competitive Landscape
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SOURCES

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