



Processed Fruit and Vegetables in the Czech Republic

November 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Shelf stable format boosts the overall performance
- Price promotions gain importance for branded players
- Challenges in agriculture impact sourcing and pricing strategies

PROSPECTS AND OPPORTUNITIES

- Players aim to reduce artificial additives and preservatives in shelf stable products
- “Organic” and “bio” labelling to gain importance
- Health and wellness points the way ahead for manufacturers

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Staple Foods in the Czech Republic - Industry Overview

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