



Processed Fruit and Vegetables in Denmark

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Growing interest in healthier diets maintains interest in processed fruit and vegetables
- Private label responds to the need for affordable high-quality options
- Shelf stable options gain currency as emergency food supplies

PROSPECTS AND OPPORTUNITIES

- Initiatives to push the consumption of shelf stable beans
- Organic options to continue to gain momentum
- The frozen format is set to see strong development amid convenience and sustainability trends

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Staple Foods in Denmark - Industry Overview

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