



**Euromonitor
International**

Processed Fruit and Vegetables in Spain

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Sales of shelf stable products under pressure due to competition from alternative options
- Private label cements its dominance in processed fruit and vegetables with Mercadona leading the way
- Frozen processed fruit and vegetables prove popular in 2024 as inflation stabilises and consumers go in search of convenience

PROSPECTS AND OPPORTUNITIES

- Category maturity could limit the growth of shelf stable fruit and vegetables
- Sales could stagnate as consumers look for fresher and healthier options
- Players will need to adapt as climate change presents a growing threat to fruit and vegetable harvests

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Staple Foods in Spain - Industry Overview

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