



**Euromonitor
International**

Processed Fruit and Vegetables in France

October 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Sales stagnate due to price rises and category maturity
- Frozen processed potatoes retain their appeal despite growing health concerns
- Mixed performances seen in 2024 as competition grows

PROSPECTS AND OPPORTUNITIES

- McCain plans EUR350 million investment in its processed potato business
- Beans finding favour among health-conscious consumers and those following a plant-based diet
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Staple Foods in France - Industry Overview

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