



Euromonitor
International

Processed Fruit and Vegetables in France

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Processed Fruit and Vegetables in France - Category analysis

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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
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Fruit cups offer promise while frozen fruit is set to bounce back as consumers look for healthy and convenient snacks

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SOURCES

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