

# **Processed Fruit and Vegetables in Finland**

November 2024

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# Processed Fruit and Vegetables in Finland - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Modest growth in a mature category Convenience trend informs new product development Private label and discounters benefit from price sensitivity in 2024

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Domestic production and sustainability will remain high on the agenda Frozen fruit and vegetables will benefit from concerns about food waste Key trends will inform packaging developments in the years ahead

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