



**Euromonitor  
International**

# Processed Fruit and Vegetables in the Netherlands

December 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Moderate price increases with private label leading growth
- The protein transition drives demand for shelf-stable vegetables
- Gradual growth in organic processed products

PROSPECTS AND OPPORTUNITIES

- Organic offerings set to expand
- Downtrading to boost the popularity of canned and frozen processed fruit and vegetables
- Private label gains ground amidst brand competition

CATEGORY DATA

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Staple Foods in the Netherlands - Industry Overview

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SOURCES

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/processed-fruit-and-vegetables-in-the-netherlands/report](http://www.euromonitor.com/processed-fruit-and-vegetables-in-the-netherlands/report).