



Processed Fruit and Vegetables in the Philippines

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Marketing initiatives create inspiring environment for processed fruit
- Continued growth in foodservice, although demand remains below pre-pandemic levels
- E-commerce drives consumer engagement

PROSPECTS AND OPPORTUNITIES

- Further expansion expected, driven by convenience and affordability
- Foodservice will remain key driver of volume growth
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Staple Foods in the Philippines - Industry Overview

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