

Processed Fruit and Vegetables in Portugal

November 2024

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Processed Fruit and Vegetables in Portugal - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Convenience and affordability drives sales of processed vegetables Health and convenience leads to rising consumption of vegetables and legumes Innovation and speciality items are key to McCain's strategy

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Flexitarian diets to support processed vegetable consumption Concerns surrounding food waste have a positive impact on processed fruit and vegetables Private label continues to rise, offering quality and affordability

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