

# 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

# PROSPECTS AND OPPORTUNITIES

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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