



Processed Fruit and Vegetables in Italy

October 2024

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Processed Fruit and Vegetables in Italy - Category analysis

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2024 DEVELOPMENTS

Canned beans fare well, helping to support a category which faces competition from fresh foods

Shelf stable tomatoes start to recover from their 2023 setbacks

Smaller formats of shelf stable vegetables appeal to consumers due to lower prices and less food waste

PROSPECTS AND OPPORTUNITIES

Frozen processed potatoes creeps back towards positive sales, supported by developments from Pizzoli and numerous private label ranges

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