



# Processed Fruit and Vegetables in Italy

October 2024

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KEY DATA FINDINGS

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
- Shelf stable beans seen as “nutrients for a sustainable future”
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Staple Foods in Italy - Industry Overview

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