



Processed Fruit and Vegetables in India

April 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Growth of frozen and ready-to-cook vegetables continues
- Competitive push through private label and smart pack size strategies
- Diversified channel adoption driving growth of canned and jarred fruits

PROSPECTS AND OPPORTUNITIES

- Increased penetration of processed fruit and vegetables beyond metro cities
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Staple Foods in India - Industry Overview

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