



# Processed Fruit and Vegetables in Norway

November 2024

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## Processed Fruit and Vegetables in Norway - Category analysis

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#### 2024 DEVELOPMENTS

Processed fruit and vegetables appeal through reducing waste and offering convenience

Frozen berries and vegetables are challenged by fluctuating prices

Private label has a strong foothold, offering ongoing innovations on the landscape

#### PROSPECTS AND OPPORTUNITIES

Private label and the appeal of fresh options limits growth over the forecast period

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International tastes and recipes support demand for processed fruit and vegetables

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