



# Processed Fruit and Vegetables in Vietnam

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Processed fruit and vegetables faces more restrained volume growth in 2024  
Del Monte Asia continues to lead in 2024, with other top brands also from international companies  
Frozen processed potatoes, despite being small, experiences strong growth, driven by foodservice

PROSPECTS AND OPPORTUNITIES

Processed fruit and vegetables expected to remain a niche; raising consumer awareness will be key to drive demand  
Foodservice expected to remain a crucial channel for processed fruit and vegetables  
Imported brands expected to remain most prominent in processed fruit and vegetables

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Staple Foods in Vietnam - Industry Overview

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