



Processed Fruit and Vegetables in Ukraine

October 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Shelf stable products remain popular thanks to their convenience and long shelf life
Unstable electricity supply limits the recovery of frozen processed fruit and vegetables
Players expand their offerings with new tastes and recipes

PROSPECTS AND OPPORTUNITIES

Frozen products seen to be full of potential as a healthier and more affordable option
Players expected to focus on revamping the image of shelf stable fruit and vegetables
Health and wellness expected to inform new product development

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