Processed Fruit and Vegetables in Singapore

November 2024

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Processed Fruit and Vegetables in Singapore - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Moderate retail volume growth for processed fruit and vegetables as consumers prefer fresh fruit and vegetables

Declining consumer interest due to lack of product innovations

Private labels and price promotions driving the category

PROSPECTS AND OPPORTUNITIES

Convenience and affordability to continue to be key drivers in the forecast period

Shrinking target audience affecting volume sales of processed fruit and vegetables

CATEGORY DATA

Staple Foods in Singapore - Industry Overview

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MARKET DATA

DISCLAIMER

SOURCES

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