



**Euromonitor  
International**

# Processed Fruit and Vegetables in New Zealand

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Private label increases its presence as consumers look for cost-savings
- Frozen and shelf-stable formats help consumers minimise food waste
- Regulation changes for imports used for frozen berries

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- Convenience and affordability will remain key for shelf-stable and frozen products
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Staple Foods in New Zealand - Industry Overview

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