



**Euromonitor
International**

Processed Fruit and Vegetables in Ireland

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Affordability drives category growth despite price increases
- Branded products outperform the market as inflation eases
- Manufacturers focus on addressing the need for convenience and elevating at-home consumption occasions

PROSPECTS AND OPPORTUNITIES

- Steady growth for processed fruit and vegetables, especially in frozen formats
- Manufacturers set to increasingly communicate the health benefits of their products
- Industry players invest towards sustainability commitments

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Staple Foods in Ireland - Industry Overview

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