



**Euromonitor  
International**

# Processed Fruit and Vegetables in Austria

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Positive volume sales in 2024
- Iglo leads category by wide margin
- Frozen options account for largest slice of sales, with convenience and health trends propelling growth

PROSPECTS AND OPPORTUNITIES

- Demand for convenience means strong growth forecast
- Sustainability and regionality to remain key category trends
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Staple Foods in Austria - Industry Overview

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