

# **Processed Fruit and Vegetables in Slovenia**

November 2024

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## Processed Fruit and Vegetables in Slovenia - Category analysis

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#### 2024 DEVELOPMENTS

Stable demand in 2024 due to convenience and rising interest in international cuisines Health trend and new products fuel highest value growth of frozen processed vegetables Natureta remains the leading brand in 2024

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Convenience will continue to drive demand

Frozen processed vegetables may face challenges with rising demand for natural and organic produce Expansion of e-commerce with improved logistics and delivery services

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