



Euromonitor
International

Pulses in the United Kingdom

December 2023

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Pulses in the United Kingdom - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail demand grows due to increasing awareness of the benefits of pulses for health and as a low-cost source of protein
Competition between fresh and canned pulses is exacerbated by demand for convenience

PROSPECTS AND OPPORTUNITIES

Demand for pulses set to continue growing, driven by UK's economic situation and consumers' search for alternative proteins
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