



# Processed Fruit and Vegetables in North Macedonia

November 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

Processed fruit and vegetables shows another solid performance in volume terms  
Frozen fruit is the most dynamic category  
Frozen processed vegetables increasingly favoured over shelf stable varieties

PROSPECTS AND OPPORTUNITIES

Overall demand expected to remain stable  
Frozen fruit set to benefit from growing popularity of smoothies and juicing  
Health-related concerns will continue to diminish appeal of shelf stable products

CATEGORY DATA

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Staple Foods in North Macedonia - Industry Overview

EXECUTIVE SUMMARY

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What next for staple foods?

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SOURCES

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