



**Euromonitor
International**

Processed Fruit and Vegetables in Bosnia and Herzegovina

November 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Continued demand for frozen fruit and vegetables driven by health and convenience
- Rising popularity of frozen fruit as a versatile ingredient in daily diets
- Expansion of frozen processed vegetable offerings to meet diverse consumer needs

PROSPECTS AND OPPORTUNITIES

- Health-conscious consumers to sustain growth in frozen fruit and vegetable categories
- Growth opportunities for frozen fruit as consumers shift towards low-sugar, low-carbohydrate diets
- Shelf-stable fruit faces challenges amidst changing consumer preferences

CATEGORY DATA

- Table 1 - Sales of Processed Fruit and Vegetables by Category: Volume 2019-2024
- Table 2 - Sales of Processed Fruit and Vegetables by Category: Value 2019-2024
- Table 3 - Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Processed Fruit and Vegetables by Category: % Value Growth 2019-2024
- Table 5 - Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2019-2024
- Table 6 - NBO Company Shares of Processed Fruit and Vegetables: % Value 2020-2024
- Table 7 - LBN Brand Shares of Processed Fruit and Vegetables: % Value 2021-2024
- Table 8 - Distribution of Processed Fruit and Vegetables by Format: % Value 2019-2024
- Table 9 - Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2024-2029
- Table 10 - Forecast Sales of Processed Fruit and Vegetables by Category: Value 2024-2029
- Table 11 - Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2024-2029
- Table 12 - Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2024-2029

Staple Foods in Bosnia and Herzegovina - Industry Overview

EXECUTIVE SUMMARY

- Staple foods in 2024: The big picture
- Key trends in 2024
- Competitive Landscape
- Channel developments
- What next for staple foods?

MARKET DATA

- Table 13 - Sales of Staple Foods by Category: Volume 2019-2024
- Table 14 - Sales of Staple Foods by Category: Value 2019-2024
- Table 15 - Sales of Staple Foods by Category: % Volume Growth 2019-2024
- Table 16 - Sales of Staple Foods by Category: % Value Growth 2019-2024
- Table 17 - NBO Company Shares of Staple Foods: % Value 2020-2024
- Table 18 - LBN Brand Shares of Staple Foods: % Value 2021-2024
- Table 19 - Penetration of Private Label by Category: % Value 2020-2024
- Table 20 - Distribution of Staple Foods by Format: % Value 2019-2024
- Table 21 - Forecast Sales of Staple Foods by Category: Volume 2024-2029
- Table 22 - Forecast Sales of Staple Foods by Category: Value 2024-2029
- Table 23 - Forecast Sales of Staple Foods by Category: % Volume Growth 2024-2029
- Table 24 - Forecast Sales of Staple Foods by Category: % Value Growth 2024-2029

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