



# Processed Fruit and Vegetables in Slovakia

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Health focus and plant-based diets support category development
- Private label bolsters its share as consumers remain frugal
- McCain Foods launches Rustic Chips

PROSPECTS AND OPPORTUNITIES

- Health and convenience will drive sales of processed fruit and vegetables
- Competition fresh fruit and vegetables to remain strong
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Staple Foods in Slovakia - Industry Overview

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