

Processed Fruit and Vegetables in Belgium

Market Direction | 2022-11-16 | 21 pages | Euromonitor

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Report description:

Despite positive current retail value growth, the processed fruit and vegetable category is recording a volume decline in 2022. The bulk of this decline is coming from processed potatoes, followed by shelf stable tomatoes. The main reason for these declines is the rising health trends, with consumers reaching for fresh fruit and vegetables instead of processed goods. In addition, retailers are following health trends by creating eye-catching displays of their fresh fruit and vegetables, encourag...

Euromonitor International's Processed Fruit and Vegetables in Belgium report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Frozen Processed Fruit and Vegetables, Shelf Stable Fruit and Vegetables.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Processed Fruit and Vegetables market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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reliable information resources to help drive informed strategic planning.

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Frozen processed fruit and vegetables record the highest levels of volume growth

Private label leads, offering quality aligned to branded players

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Clean labelling drives sales as consumers choose products in line with health trends

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