

Processed Fruit and Vegetables in Switzerland

Market Direction | 2022-11-15 | 22 pages | Euromonitor

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Report description:

While processed fruit and vegetables is projected to see only marginal overall retail volume growth in 2022, the category is set to post significant retail current value growth. Poor retail volume growth can be explained by strong competition from categories that enjoy a fresher and healthier image, such as chilled processed food. Chilled processed food also benefits from a strong quality image and a high level of innovation. This is particularly relevant for shelf stable fruit and vegetables, w...

Euromonitor International's Processed Fruit and Vegetables in Switzerland 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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Euromonitor International
November 2022

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Inflationary pressure drives retail value growth

Company activity, technological advances and promotion of health credentials push growth in demand for frozen processed fruit and vegetables

Focus on brand image and sustainability

PROSPECTS AND OPPORTUNITIES

Convenience, technology and the health trend to favour the frozen format

Migros to develop its private label offer and tap into the "Swissness" trend to remain the leading player

Manufacturers of shelf stable products could invest to improve image and quality of their offer

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