

Processed Fruit and Vegetables in Serbia

Market Direction | 2022-11-24 | 19 pages | Euromonitor

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Report description:

The positive growth recorded in processed fruit and vegetables during 2022 can be attributed largely to the growing health consciousness that is being seen among the population of Serbia. As local consumers become more aware of the importance of consuming high volumes of fruit and vegetables for optimum nutrition and good health, sales growth has been supported in all categories of processed fruits and vegetables. However, the stockpiling that was seen in Serbia at the peak of the COVID-19 pandemic...

Euromonitor International's Processed Fruit and Vegetables in Serbia 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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Demand continues to rise as Serbian consumers become more health-conscious

Frikom remains the category leader, underlining its leadership with regular promotions

Urbanisation and the accelerating pace of life major factors underpinning sales growth

PROSPECTS AND OPPORTUNITIES

Greater demand for convenience set to spur sales growth as the pace of life accelerates

Category sales set to remain under the control of a handful of leading local names

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