

Processed Fruit and Vegetables in the Netherlands

Market Direction | 2022-11-24 | 23 pages | Euromonitor

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Report description:

In 2022, retail volume sales of processed fruit and vegetables are expected to decline. This decline in volume sales is largely due to the base effect. Consumption of processed fruit and vegetables rose significantly during 2020 when Dutch consumers were confined to the home during the COVID-19 pandemic and ensuing lockdowns. As life resumes a sense of normalcy in 2022 and consumers spend more time outside of the home, demand is anticipated to decline. On the other hand, the increase observed in...

Euromonitor International's Processed Fruit and Vegetables in Netherlands 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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Inflationary pressures contribute to value increase in processed fruit and vegetables in 2022, while volume sales record a decline

Reduced salt variants and single-serve formats grow in offer in processed vegetables

Processed fruit and vegetables benefit from the health and wellness trend

PROSPECTS AND OPPORTUNITIES

Product area set to benefit from a transition to plant-based diets

Forecast period growth momentum for frozen fruit due to its convenience while its nutritional benefits are perceived to be on a par with fresh alternatives

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