

Processed Fruit and Vegetables in Sweden

Market Direction | 2022-12-06 | 22 pages | Euromonitor

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Report description:

Like most packaged food categories processed fruit and vegetables received a boost from the pandemic as consumers stayed home and cooked at-home more often. In addition, all categories in processed fruit and vegetables are considered convenient to use and most are seen as healthy. This made them popular ingredients for home cooking. As such, the category registered strong growth in 2020 followed by sustained high levels of sales in 2021. Meanwhile, in 2022, retail volume sales of processed fruit...

Euromonitor International's Processed Fruit and Vegetables in Sweden 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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Normalising sales as consumers cook fewer meals from home

Convenience and lack of spoilage lead to continued demand for shelf stable and frozen options

Health trend benefits processed fruit and vegetables with category seeing particularly strong demand for protein substitutes

PROSPECTS AND OPPORTUNITIES

Health and convenience will be the main sales drivers for processed fruit and vegetables

Local trend and desire for long-lasting fruit and vegetable products will continue to positively impact demand

Private label to continue growing thanks to little difference between private label ranges and branded ones

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