

Processed Fruit and Vegetables in Romania

Market Direction | 2023-11-24 | 23 pages | Euromonitor

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Report description:

The volume decline experienced by the category in 2023 can be primarily attributed to the surge in the average unit price at the shelf, driven by persistently high inflation and an overall rise in food prices that outpaced inflation. The enduring tradition of home canning, prevalent in 2023, where individuals prepare their own canned fruits and vegetables from produce harvested from their own yards, further contributed to the decline. However, the impact of drought and increased expenses for ele...

Euromonitor International's Processed Fruit and Vegetables in Romania 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 2018-2022, 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 2027, 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 fruits and vegetables benefit from a healthier perception and retailer influence

Novelty and variety propel frozen fruits

PROSPECTS AND OPPORTUNITIES

Drought and busy urban lifestyles will sustain demand in shelf-stable fruits and vegetables

The maturity of shelf-stable processed fruits and vegetables, and the growth potential of frozen processed fruits and vegetables

Modern retailing's expansion will increase the availability of frozen processed fruits and vegetables

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