

## **Processed Fruit and Vegetables in Ukraine**

Market Direction | 2024-10-31 | 22 pages | Euromonitor

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### **Report description:**

Sales of shelf stable fruit and vegetables remain on the path to recovery in 2024 with sales recording strong growth in current value and retail volume terms. Sales of shelf stable products have remained more stable despite economic pressures and the challenges presented since the start of Russia's war in Ukraine. This is partly because of the long shelf life of these products and their suitability for stockpiling. Furthermore, some households have been buying these products to send to soldiers f...

Euromonitor International's Processed Fruit and Vegetables in Ukraine 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 2019-2023, 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 2028, 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
October 2024

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**KEY DATA FINDINGS**

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Shelf stable products remain popular thanks to their convenience and long shelf life  
Unstable electricity supply limits the recovery of frozen processed fruit and vegetables  
Players expand their offerings with new tastes and recipes

**PROSPECTS AND OPPORTUNITIES**

Frozen products seen to be full of potential as a healthier and more affordable option  
Players expected to focus on revamping the image of shelf stable fruit and vegetables  
Health and wellness expected to inform new product development

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