

Processed Fruit and Vegetables in Ireland

Market Direction | 2024-11-04 | 22 pages | Euromonitor

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Report description:

Processed fruit and vegetables is set to see current value growth in Ireland in 2024. In the previous year, the processed fruit and vegetables category recorded another year of high single-digit price increases. However, retail volume sales continued to grow as the products benefited from a still relatively low unit price, long shelf life and convenience, which allowed consumers to have better portion control and avoid food waste. Growth was primarily driven by the positive performance of frozen...

Euromonitor International's Processed Fruit and Vegetables in Ireland 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 reliable information resources to help drive informed strategic planning.

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Affordability drives category growth despite price increases
Branded products outperform the market as inflation eases
Manufacturers focus on addressing the need for convenience and elevating at-home consumption occasions

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Manufacturers set to increasingly communicate the health benefits of their products
Industry players invest towards sustainability commitments

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