

## **Processed Fruit and Vegetables in Poland**

Market Direction | 2024-11-06 | 21 pages | Euromonitor

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### **Report description:**

Frozen fruits and vegetables continue to be a popular choice for Polish consumers due to their health benefits and convenience. However, the price wars seen in 2024 triggered by heavy competition between discounters, has created volatility in the frozen category. Consumers have benefited from the ongoing discounts and promotional campaigns, but this pricing pressure is putting a financial strain on manufacturers. The rising costs of production, driven by inflation, transportation costs and highe...

Euromonitor International's Processed Fruit and Vegetables in Poland 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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Euromonitor International  
November 2024

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