

## **Processed Fruit and Vegetables in Spain**

Market Direction | 2024-11-07 | 23 pages | Euromonitor

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### **Report description:**

Sales of processed fruit and vegetables have seen steady growth in retail volume terms in 2024. This has been largely driven by the positive development of frozen processed fruit and vegetables. In contrast, shelf stable vegetables and tomatoes are facing increasing pressure from ready-made solutions like sauces and ready meals. Seeing the reduction in demand, producers of shelf stable vegetables have been migrating towards a more promising and higher margin niche of ready-to-eat solutions. For...

Euromonitor International's Processed Fruit and Vegetables in Spain 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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Sales of shelf stable products under pressure due to competition from alternative options

Private label cements its dominance in processed fruit and vegetables with Mercadona leading the way

Frozen processed fruit and vegetables prove popular in 2024 as inflation stabilises and consumers go in search of convenience

#### PROSPECTS AND OPPORTUNITIES

Category maturity could limit the growth of shelf stable fruit and vegetables

Sales could stagnate as consumers look for fresher and healthier options

Players will need to adapt as climate change presents a growing threat to fruit and vegetable harvests

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