

Processed Fruit and Vegetables in Belgium

Market Direction | 2024-11-25 | 21 pages | Euromonitor

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Report description:

While processed fruit and vegetable in Belgium is posting marginally negative volume sales in 2024, value growth is robustly positive. Poor volume growth is attributed to competition from packaged food options enjoy a fresher and healthier image, such as chilled processed food, as well as the resurgence of home cooking. High value growth is thanks to inflation, rising costs of raw materials and packaging (metal cans), and supply chain bottlenecks.

Euromonitor International's Processed Fruit and Vegetables in Belgium 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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Frozen processed options benefit from strong promotion and innovation

New developments in product packaging cater to eco-conscious demand, while private label expands

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Convenience to remain major growth driver

Shift towards plant proteins will gather pace over forecast period, with premiumisation returning as prominent trend throughout overall category

Processed fruit and vegetables faces limited growth options, forcing players to focus on rising dietary trends and convenience demand

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