

## **Processed Fruit and Vegetables in North Macedonia**

Market Direction | 2024-11-26 | 19 pages | Euromonitor

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### **Report description:**

Processed fruit and vegetables in North Macedonia has performed solidly in 2024, with retail volume growth anticipated to be slightly faster than in 2023. As busy lifestyles leave less time for shopping and meal preparation, appreciation for the long storage lives and convenience of these products remains a key demand driver. In addition, sales continue to be buoyed by the fact that fresh fruit and vegetables are not always widely available and often subject to significant price fluctuations due...

Euromonitor International's Processed Fruit and Vegetables in North Macedonia 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.

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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
November 2024

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Frozen processed vegetables increasingly favoured over shelf stable varieties

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