

Processed Fruit and Vegetables in Switzerland

Market Direction | 2024-12-13 | 21 pages | Euromonitor

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Report description:

In 2024, processed fruit and vegetables in Switzerland recorded both positive retail volume and value growth, continuing to benefit from the convenience trend as time-conscious consumers increasingly sought easier cooking options. The category's retail volume growth was positive, albeit modest, as the health and wellness movement encouraged Swiss consumers to prioritise fresh and natural products, leading many to avoid processed options, including processed fruit and vegetables.

Euromonitor International's Processed Fruit and Vegetables in Switzerland 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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Frozen food manufacturers promote the benefits of their products to support growth

Weak performance for shelf-stable goods as environmental and nutrition concerns negatively impact sales

PROSPECTS AND OPPORTUNITIES

Convenience and health benefits will support the strong growth of frozen processed fruit and vegetables

Plant-based diets support growth, while fresh produce continues to challenge sales

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