

## **Processed Fruit and Vegetables in Indonesia**

Market Direction | 2025-01-16 | 20 pages | Euromonitor

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### **Report description:**

In 2024, retail unit price growth for processed fruits and vegetables in Indonesia decelerated compared to 2023. However, retail volume growth remained stable, as unit prices continued to be significantly higher than in previous years. A major factor contributing to these elevated prices was the depreciation of the Indonesian Rupiah (IDR), which reached a four-year low against the US dollar in April 2024. This depreciation increased the cost of imported goods, including shelf-stable fruits and v...

Euromonitor International's Processed Fruit and Vegetables in Indonesia 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 2020-2024, 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 2029, 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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January 2025

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Processed fruit and vegetables see stable growth amid economic pressures  
Frozen processed fruit and vegetables exceed shelf stable counterparts in terms of retail unit price growth  
Smaller brands see increased share amid heightened price sensitivity  
**PROSPECTS AND OPPORTUNITIES**  
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