



Euromonitor
International

Processed Fruit and Vegetables in Romania

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Processed Fruit and Vegetables in Romania - Category analysis

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2023 DEVELOPMENTS

Shelf-stable fruits and vegetables decline

Frozen fruits and vegetables benefit from a healthier perception and retailer influence

Novelty and variety propel frozen fruits

PROSPECTS AND OPPORTUNITIES

Drought and busy urban lifestyles will sustain demand in shelf-stable fruits and vegetables

The maturity of shelf-stable processed fruits and vegetables, and the growth potential of frozen processed fruits and vegetables

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