



# Processed Fruit and Vegetables in Algeria

November 2023

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## Processed Fruit and Vegetables in Algeria - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Shelf-stable peas, corn and tomatoes continue driving sales, viewed as household essentials  
Frozen processed vegetables are increasingly appreciated for ease and convenience  
Izdihar retains its lead through innovative production, while private label remains undeveloped

#### PROSPECTS AND OPPORTUNITIES

Changing lifestyle trends benefit sales of processed fruit and vegetables  
Economy brands will continue to gain ground as value for money remains key  
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