



Processed Fruit and Vegetables in Canada

November 2024

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Processed Fruit and Vegetables in Canada - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Processed fruit and vegetables remains in a volume slump, with value also down due to lowering inflation levels

Discounters carve out a share of sales due to offering low prices to budget-conscious consumers

Frozen processed fruit and vegetables shows slightly less steep declines

PROSPECTS AND OPPORTUNITIES

Sales expected to remain in a slight negative retail volume slump, with value levels low

Foodservice sees a small positive volume performance, with this set to continue

Could processed fruit and vegetables also face competition from ready meals and meal kits?

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