



Processed Fruit and Vegetables in Austria

May 2024

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Processed Fruit and Vegetables in Austria - Category analysis

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2023 DEVELOPMENTS

Sales rebound in 2023 as some stability returns to the market in the wake of the pandemic

Regional and sustainable products find favour among shoppers

Healthy and convenient options proving popular among busy Austrians

PROSPECTS AND OPPORTUNITIES

Demand set to continue growing as consumers pursue healthier lifestyles

Frozen processed fruit and vegetables expected to be a hotbed of innovation as consumers look for healthy and convenient options

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