

# Processed Fruit and Vegetables in Peru

November 2024

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# Processed Fruit and Vegetables in Peru - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Frozen processed potatoes record a moderate recovery, boosted by private label The slowdown in price increases stimulates consumption in shelf stable products Mebol launches its own frozen fruits product line under its brand Kusi

# PROSPECTS AND OPPORTUNITIES

Frozen fruits and vegetables continue to be challenged by fresh options Affordability and new consumption occasions will be key to forecast growth Vegetables set to see faster growth, with canned and frozen options reducing waste

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