

Processed Fruit and Vegetables in France

November 2023

Table of Contents

Processed Fruit and Vegetables in France - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Shelf stable vegetables remain popular although price rises put pressure on volume sales

Rising energy prices put pressure on frozen products

Frozen processed potatoes facing numerous challenges but McCain comes out on top

PROSPECTS AND OPPORTUNITIES

Challenges and opportunities remain in processed fruit and vegetables, with the shift to plant-based diets likely to play an important role

Sales of frozen fruit expected to slowly recover once prices stabilise

Mixed outlook for processed fruit and vegetables, with the entry of seaweed a new innovation to look out for

CATEGORY DATA

Table 1 - Sales of Processed Fruit and Vegetables by Category: Volume 2018-2023

Table 2 - Sales of Processed Fruit and Vegetables by Category: Value 2018-2023

Table 3 - Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2018-2023

Table 4 - Sales of Processed Fruit and Vegetables by Category: % Value Growth 2018-2023

Table 5 - Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2018-2023

Table 6 - NBO Company Shares of Processed Fruit and Vegetables: % Value 2019-2023

Table 7 - LBN Brand Shares of Processed Fruit and Vegetables: % Value 2020-2023

Table 8 - Distribution of Processed Fruit and Vegetables by Format: % Value 2018-2023

Table 9 - Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2023-2028

Table 10 - Forecast Sales of Processed Fruit and Vegetables by Category: Value 2023-2028

Table 11 - Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2023-2028

Table 12 - Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2023-2028

Staple Foods in France - Industry Overview

EXECUTIVE SUMMARY

Staple foods in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for staple foods?

MARKET DATA

Table 13 - Sales of Staple Foods by Category: Volume 2018-2023

Table 14 - Sales of Staple Foods by Category: Value 2018-2023

Table 15 - Sales of Staple Foods by Category: % Volume Growth 2018-2023

Table 16 - Sales of Staple Foods by Category: % Value Growth 2018-2023

Table 17 - NBO Company Shares of Staple Foods: % Value 2019-2023

Table 18 - LBN Brand Shares of Staple Foods: % Value 2020-2023

Table 19 - Penetration of Private Label by Category: % Value 2018-2023

Table 20 - Distribution of Staple Foods by Format: % Value 2018-2023

Table 21 - Forecast Sales of Staple Foods by Category: Volume 2023-2028

Table 22 - Forecast Sales of Staple Foods by Category: Value 2023-2028

Table 23 - Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028

Table 24 - Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

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SOURCES

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