

# Processed Fruit and Vegetables in Lithuania

November 2023

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Strong competition from fresh and home-made fruit and vegetables continues in 2023

Tomatoes and peas remain a staple in home cooking

Well Done joins the private label race in 2023

#### PROSPECTS AND OPPORTUNITIES

Lithuanians will continue to prefer to consume fresh and home-made fruit and vegetables

Seasonal purchasing will continue to impact shelf-stable products

Private label to gain share, offering both quality and lower prices

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