

Processed Fruit and Vegetables in Ukraine

November 2023

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Processed Fruit and Vegetables in Ukraine - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Shelf stable fruit and vegetables outperforms other packaged food categories
Armed conflict devastates the operations of key category players
Fozzy Group introduces nutrition scores on the labels of its private label products

PROSPECTS AND OPPORTUNITIES

Frozen fruit and frozen processed vegetables to rebound strongly during post-war era
A more diverse range of products expected to be seen as consumer tastes widen
Private label set to make huge inroads as consumers prioritise value for money

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