

Processed Fruit and Vegetables in New Zealand

November 2023

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Processed Fruit and Vegetables in New Zealand - Category analysis

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2023 DEVELOPMENTS

Rising costs of fresh fruit and vegetables encourage consumers to look for cheaper alternatives

Contamination issues within frozen fruit continue

SPC relaunches in New Zealand with high-profile brand ambassador

PROSPECTS AND OPPORTUNITIES

With inflation having peaked, value growth is expected to gradually slow over the forecast period

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Impact of Cyclone Gabriel could continue to be felt over forecast period

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