



Processed Fruit and Vegetables in France

November 2025

Table of Contents

Processed Fruit and Vegetables in France - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Frozen processed fruit and vegetables benefit from healthy image and innovation

INDUSTRY PERFORMANCE

Falling prices lead to stagnation in value sales

Frozen products see convenience enhanced

WHAT'S NEXT?

Frozen products set to outperform shelf stable varieties

Packaging developments

Overlapping products and further rise in flexitarianism

COMPETITIVE LANDSCAPE

Bonduelle taking on strong private label segment

Paysan Breton expands range

CHANNELS

Supermarkets and hypermarkets lead

Convenience stores sees growth

CATEGORY DATA

Table 1 - Sales of Processed Fruit and Vegetables by Category: Volume 2020-2025

Table 2 - Sales of Processed Fruit and Vegetables by Category: Value 2020-2025

Table 3 - Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2020-2025

Table 4 - Sales of Processed Fruit and Vegetables by Category: % Value Growth 2020-2025

Table 5 - Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2020-2025

Table 6 - NBO Company Shares of Processed Fruit and Vegetables: % Value 2021-2025

Table 7 - LBN Brand Shares of Processed Fruit and Vegetables: % Value 2022-2025

Table 8 - Distribution of Processed Fruit and Vegetables by Format: % Value 2020-2025

Table 9 - Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2025-2030

Table 10 - Forecast Sales of Processed Fruit and Vegetables by Category: Value 2025-2030

Table 11 - Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2025-2030

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Staple Foods in France - Industry Overview

EXECUTIVE SUMMARY

Stabilising prices boost demand but soften current value growth

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Growing influence of health and wellness trend

Increasing emphasis on natural products and sustainability

WHAT'S NEXT?

Health consciousness and innovation to influence category development

Rise in environmental concerns

Growing interest in international culinary traditions amongst younger consumers

COMPETITIVE LANDSCAPE

Retailers hold leading positions

Shift in meat consumption

CHANNELS

Bakeries underpin strength of food/drink/tobacco specialists

Shifts in competitive landscape of retailing

Continued e-commerce growth

MARKET DATA

Table 13 - Sales of Staple Foods by Category: Volume 2020-2025

Table 14 - Sales of Staple Foods by Category: Value 2020-2025

Table 15 - Sales of Staple Foods by Category: % Volume Growth 2020-2025

Table 16 - Sales of Staple Foods by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Staple Foods: % Value 2021-2025

Table 18 - LBN Brand Shares of Staple Foods: % Value 2022-2025

Table 19 - Penetration of Private Label by Category: % Value 2020-2025

Table 20 - Distribution of Staple Foods by Format: % Value 2020-2025

Table 21 - Forecast Sales of Staple Foods by Category: Volume 2025-2030

Table 22 - Forecast Sales of Staple Foods by Category: Value 2025-2030

Table 23 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030

Table 24 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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