



Processed Fruit and Vegetables in Sweden

November 2025

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Processed Fruit and Vegetables in Sweden - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Frozen processed fruit and vegetables gain appeal

INDUSTRY PERFORMANCE

Healthy increase for processed fruit and vegetables

Frozen fruit witnessed sharp price increases

WHAT'S NEXT?

Flat performance for this mature category

Health claims will be highlighted on packaging

Further development anticipated in private label lines

COMPETITIVE LANDSCAPE

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Rising consumer demand for frozen berries

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