



Processed Fruit and Vegetables in Slovakia

November 2025

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Convenience and price shape purchasing habits

INDUSTRY PERFORMANCE

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Dining at home trend drives demand for convenience foods

WHAT'S NEXT?

Premiumisation trend will evolve as purchasing power recovers

Frozen fruit offers solid growth prospects

Processed food tax is debated by the Slovak government

COMPETITIVE LANDSCAPE

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Value for money is an enticing prospect for Slovaks

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Health-led product developments will drive growth

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