



# Processed Fruit and Vegetables in Switzerland

November 2025

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## Processed Fruit and Vegetables in Switzerland - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Convenience and health drive value growth in processed fruit and vegetables

#### INDUSTRY PERFORMANCE

Value sales of processed fruit and vegetables rise in 2025, driven by convenience

Convenience and versatility lead shelf-stable beans to drive growth in 2025

#### WHAT'S NEXT?

The demand for convenience is expected to sustain demand for processed fruit and vegetables

Limited innovation is expected in processed fruit and vegetables, with potential in value-added offerings

Sustainability is expected to remain a critical focus for processed fruit and vegetables

#### COMPETITIVE LANDSCAPE

Migros Genossenschaftsbund eG leads processed fruit and vegetables through private label and local sourcing

Kraft Heinz Co leads growth while Hero exits shelf-stable vegetables in 2025

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### KEY DATA FINDINGS

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Convenience remains a key growth driver for staple foods in Switzerland

Health and wellness trends shape demand for staple foods in 2025

Sustainability and premiumisation reinforce differentiation in staple foods in Switzerland

#### WHAT'S NEXT?

Value sales of staple food is set to grow amid health, convenience and sustainability trends

Innovation in staple foods is likely to focus on health, clean labels and sustainability

Rising costs and external risks may put upward pressure on staple food prices in Switzerland

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Migros consolidates its leadership through private label, local sourcing and strategic investments

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