



**Euromonitor
International**

Processed Fruit and Vegetables in the United Kingdom

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Processed Fruit and Vegetables in the United Kingdom - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

The category sustains growth as the demand for convenience persists

INDUSTRY PERFORMANCE

Consumers appreciate the content, convenience and value of frozen processed potatoes

The home cooking trend and popularity of Italian cuisine boost the use of shelf stable tomatoes

WHAT'S NEXT?

Need for convenient and nutritional meal options to sustain growth trajectory

Innovation to shift to premium and convenient options

Rising demand for bold and global flavours to stimulate innovation

COMPETITIVE LANDSCAPE

McCain Foods (GB) leverages innovation and responds to consumer lifestyle needs and sustainability to top the rankings

Focus on quality and authenticity underpins Mutti's strong growth performance

CHANNELS

Retail offline formats continue to develop to maintain distribution dominance

E-commerce gains as online platforms answer consumer needs

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

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Staple Foods in the United Kingdom - Industry Overview

EXECUTIVE SUMMARY

Retail value over volume growth but there are bright spots in consumer demand

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Affordability drives shoppers

Convenience continues to win over consumers

International flavours abound as consumers seek authenticity

WHAT'S NEXT?

Healthier food trend to drive significant change across categories

Players still need to convince consumers to choose ultra-processed foods

Sustainability as a growth driver and differentiator

COMPETITIVE LANDSCAPE

Tesco balances quality with affordability to lead the field

Private label and newer branded players continue to gain traction in staple foods

CHANNELS

Hypermarkets lead but the competition intensifies

E-commerce continues to gain strategic importance

MARKET DATA

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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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