



**Euromonitor
International**

Processed Fruit and Vegetables in the US

November 2025

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Processed Fruit and Vegetables in the US - Category analysis

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2025 DEVELOPMENTS

Long shelf life appeals to consumers seeking convenience

INDUSTRY PERFORMANCE

Processed fruit and vegetables sees a partial recovery in demand as prices stabilise

Frozen fruit benefits from being a healthy and convenient category

WHAT'S NEXT?

Tense economic outlook set to test market resilience

Marketing strategies to increase as part of efforts to engage consumers

Tightening regulations creating opportunities for healthier products

COMPETITIVE LANDSCAPE

Tight budgets and negative consumer perceptions impact the leading brands

Private label increases its control over the market

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Staple Foods in the US - Industry Overview

EXECUTIVE SUMMARY

Health and wellness concerns shape demand but price-sensitivity intensifies

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Financial pressures and health concerns continue to impact market demand in 2025

Unit price growth stabilises as players adjust to global challenges

Volume sales return to growth in a challenging market

WHAT'S NEXT?

Challenging future ahead with volume sales predicted to decline

Regulatory changes and trade tensions expected to influence the market

Investment expected in infrastructure and distribution developments

COMPETITIVE LANDSCAPE

Artisanal players and private label lead sales

Ferrero acquires WK Kellogg in USD3.1 billion deal

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