



Vegetables in the United Kingdom

December 2025

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Vegetables in the United Kingdom - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Focus on home cooking and healthy eating boosts sales of vegetables in 2025

INDUSTRY PERFORMANCE

Home cooking gains traction boosting sales of fresh vegetables

Erratic weather conditions impact the production of cucumbers and carrots

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Financial pressures push consumers to favour cheaper alternatives

Despite supply pressures demand for many fresh foods remains strong

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