

# Processed Fruit and Vegetables in Austria

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## Processed Fruit and Vegetables in Austria - Category analysis

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#### 2025 DEVELOPMENTS

In line with key trends

#### INDUSTRY PERFORMANCE

Processed fruit and vegetables offers convenience

Frozen fruit benefits from healthy positioning

#### WHAT'S NEXT?

Health and convenience to drive growth

Fruit and vegetables in line with health and wellness trend

Sustainability rising in importance

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Iglo targets younger consumers

McCain Foods focuses on sustainability

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Growth on back of ongoing demand for convenience

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Baked goods remains dominant, while breakfast cereals sees significant growth

Health and wellness an increasingly important influence on consumer demand

#### WHAT'S NEXT?

Positive outlook

Focus on health and sustainability

Evolving retail landscape

## COMPETITIVE LANDSCAPE

Artisanal products and private label ranges play key role

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