



Euromonitor  
International

# Processed Fruit and Vegetables in Belgium

November 2025

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## Processed Fruit and Vegetables in Belgium - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Convenience sustains sales amid subdued health perception

#### INDUSTRY PERFORMANCE

Balancing affordability, convenience, and freshness

Frozen processed vegetables lead growth through value and practicality

#### WHAT'S NEXT?

Modest growth ahead, led by frozen products

Premiumisation and naturalness to shape consumer demand

Sustainability and technological advancement to support category evolution

#### COMPETITIVE LANDSCAPE

Private label consolidates leadership across formats

Frozen specialists drive innovation and growth

#### CHANNELS

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## Staple Foods in Belgium - Industry Overview

### EXECUTIVE SUMMARY

Economic stability and evolving eating habits support steady growth

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Indulgence, local sourcing, and naturalness define consumer choices

Consumers balance wellness, value, and sustainability

Plant-based innovation and clean labels drive category evolution

#### WHAT'S NEXT?

Naturalness and premium simplicity to guide future growth

Shifts in consumption patterns and retail dynamics

## COMPETITIVE LANDSCAPE

Artisanal producers retain leadership through quality and tradition  
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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/processed-fruit-and-vegetables-in-belgium/report](https://www.euromonitor.com/processed-fruit-and-vegetables-in-belgium/report).