



Euromonitor
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Processed Fruit and Vegetables in Australia

November 2025

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Processed Fruit and Vegetables in Australia - Category analysis

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2025 DEVELOPMENTS

Health-conscious consumers appreciate minimal processing of many products

INDUSTRY PERFORMANCE

Uncertainty around prices and value-seeking behaviour driving growth

Shelf stable vegetables maintaining strong performance

WHAT'S NEXT?

Steady performance forecast for category due to importance to consumer households

Large number of Australians not consuming enough fruit and vegetables presents market opportunity

Stockpiling to contribute to category growth as consumers shop smarter

COMPETITIVE LANDSCAPE

Top brands consolidating strong market position despite fragmented landscape

Aldi benefiting from consumer budget consciousness

CHANNELS

Supermarkets reign as premier distribution channel despite some shift in consumer behaviour

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INDUSTRY PERFORMANCE

Economic conditions continue to weigh on consumers' minds

Changing consumption habits

WHAT'S NEXT?

Essential status to provide resilience

Changing lifestyles and behaviours

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Supermarkets is the dominant channel

Supermarkets is the dominant channel

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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-australia/report.