Processed Fruit and Vegetables in the Czech Republic

November 2025

Processed Fruit and Vegetables in the Czech Republic - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Premiumisation, convenience and frozen products drive growth in 2025

INDUSTRY PERFORMANCE

Processed fruit and vegetables see value growth driven by premiumisation and convenience

Frozen processed fruit and vegetables lead growth, driven by convenience, versatility, and innovation

WHAT'S NEXT?

Growth is set to be driven by convenience and premiumisation amid economic recovery

Health and wellness trends are set to increasingly influence innovation in processed fruit and vegetables

Sustainability will drive innovation and consumer trust through packaging and sourcing

COMPETITIVE LANDSCAPE

Bonduelle spol sro maintains its leading position, despite a slight decline in share

Growth of private label accelerates amid inflation and changing consumer preferences

CHANNELS

Hypermarkets retains its leadership in processed fruit and vegetables distribution

Retail e-commerce gains ground as consumers appreciate convenience and a wide ranges of goods

CATEGORY DATA

Table 1 - Sales of Processed Fruit and Vegetables by Category: Volume 2020-2025

Table 2 - Sales of Processed Fruit and Vegetables by Category: Value 2020-2025

Table 3 - Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2020-2025

Table 4 - Sales of Processed Fruit and Vegetables by Category: % Value Growth 2020-2025

Table 5 - Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2020-2025

Table 6 - NBO Company Shares of Processed Fruit and Vegetables: % Value 2021-2025

Table 7 - LBN Brand Shares of Processed Fruit and Vegetables: % Value 2022-2025

Table 8 - Distribution of Processed Fruit and Vegetables by Format: % Value 2020-2025

Table 9 - Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2025-2030

Table 10 - Forecast Sales of Processed Fruit and Vegetables by Category: Value 2025-2030

Table 11 - Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2025-2030

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Staple Foods in the Czech Republic - Industry Overview

EXECUTIVE SUMMARY

Premiumisation, innovation and health trends shape growth in staple foods

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Value growth is driven by higher prices and an ongoing reliance on promotions

Rising health awareness drives demand for cleaner and higher-protein staple foods

Sustainability and convenience trends reshape staple food production and consumption

WHAT'S NEXT?

Premiumisation and innovation are set to drive steady value growth in staple foods

Convenient, healthier and free-from options are set to influence product innovation

Retail e-commerce is set to gain share as subscription models and bundled promotions increase

COMPETITIVE LANDSCAPE

Penam maintains its leadership in Czech staple foods despite a modest share decline

Lidl Ceska republika drives private label growth and reshapes competition in staple foods

CHANNELS

Hypermarkets remains the leading channel for staple foods despite a slight share decline

Discounters and retail e-commerce drive dynamic shifts in staple food distribution

MARKET DATA

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SOURCES