



Euromonitor
International

Processed Fruit and Vegetables in France

November 2025

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Processed Fruit and Vegetables in France - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Frozen processed fruit and vegetables benefit from healthy image and innovation

INDUSTRY PERFORMANCE

Falling prices lead to stagnation in value sales

Frozen products see convenience enhanced

WHAT'S NEXT?

Frozen products set to outperform shelf stable varieties

Packaging developments

Overlapping products and further rise in flexitarianism

COMPETITIVE LANDSCAPE

Bonduelle taking on strong private label segment

Paysan Breton expands range

CHANNELS

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Convenience stores sees growth

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Staple Foods in France - Industry Overview

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Stabilising prices boost demand but soften current value growth

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INDUSTRY PERFORMANCE

Growing influence of health and wellness trend

Increasing emphasis on natural products and sustainability

WHAT'S NEXT?

Health consciousness and innovation to influence category development

Rise in environmental concerns

Growing interest in international culinary traditions amongst younger consumers

COMPETITIVE LANDSCAPE

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