



**Euromonitor
International**

Processed Fruit and Vegetables in Romania

November 2025

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Processed Fruit and Vegetables in Romania - Category analysis

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2025 DEVELOPMENTS

Frozen variants gain appeal as consumers focus on affordability

INDUSTRY PERFORMANCE

Price increases result in declining sales

Strong growth potential for frozen processed fruit and vegetables

WHAT'S NEXT?

Urban consumers drive sales of processed fruit and vegetables

Lack of preservatives will raise appeal of frozen products

Expansion of modern retailers will improve access to processed fruit and vegetables

COMPETITIVE LANDSCAPE

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Lower bread consumption influences category dynamics

WHAT'S NEXT?

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Economic uncertainty will shape purchasing habits

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