



# Processed Fruit and Vegetables in Sweden

November 2025

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## Processed Fruit and Vegetables in Sweden - Category analysis

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Frozen processed fruit and vegetables gain appeal

#### INDUSTRY PERFORMANCE

Healthy increase for processed fruit and vegetables

Frozen fruit witnessed sharp price increases

#### WHAT'S NEXT?

Flat performance for this mature category

Health claims will be highlighted on packaging

Further development anticipated in private label lines

#### COMPETITIVE LANDSCAPE

ICA Sverige AB leads in processed fruit and vegetables

Rising consumer demand for frozen berries

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Supermarkets is leading channel with slight gain in share

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Premiumisation trend will support value growth

Health and wellness formulas to gain traction

Strategic efforts will step up a gear

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