



Euromonitor  
International

# Processed Fruit and Vegetables in Ireland

November 2025

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## Processed Fruit and Vegetables in Ireland - Category analysis

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#### 2025 DEVELOPMENTS

Processed fruit and vegetables gain momentum through convenience and affordability

#### INDUSTRY PERFORMANCE

Processed fruit and vegetables record value growth in 2025 supported by affordability and versatility

Frozen vegetables drive growth through convenience, long shelf life, and nutrient-preserving formats

#### WHAT'S NEXT?

Processed fruit and vegetables are expected to grow as convenience, batch cooking, and cost-effective formats drive demand

Natural and minimally processed products are set to drive growth as health-conscious consumers seek clean label options

Sustainability commitments will strengthen brand credibility as consumers prioritise environmental responsibility

#### COMPETITIVE LANDSCAPE

Valeo Foods retains its leadership amid rising competition from McCain Foods Ltd

Windmill Organic leads growth as consumers seek organic, plant-based pantry staples

#### CHANNELS

Supermarkets maintains its lead through wide product ranges and promotional support

Discounters drives growth in processed fruit and vegetables through competitively priced private label ranges

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Demand for value, health and sustainability drive growth in staple foods

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Rising demand for value, convenience and healthier options drive growth in 2025

Sustainability becomes an influential driver of consumer choice in staple foods

Rising costs influence purchasing behaviour as Irish consumers balance value with quality

#### WHAT'S NEXT?

Value sales are expected to rise as price inflation and shifting lifestyle priorities shape demand

Reformulation, value innovation and sustainability are set to define competitive strategies

Retail e-commerce and discounters are expected to gain momentum

## COMPETITIVE LANDSCAPE

Pilgrim's Europe maintains its leadership through broad availability and diversified offerings

Tesco Ireland strengthens its position through private label expansion and a multi-tiered value strategy

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Supermarkets retains its lead through strong brand loyalty and a wide product assortments

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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-ireland/report](http://www.euromonitor.com/processed-fruit-and-vegetables-in-ireland/report).