



Euromonitor  
International

# Processed Fruit and Vegetables in the US

November 2025

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## Processed Fruit and Vegetables in the US - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Long shelf life appeals to consumers seeking convenience

#### INDUSTRY PERFORMANCE

Processed fruit and vegetables sees a partial recovery in demand as prices stabilise

Frozen fruit benefits from being a healthy and convenient category

#### WHAT'S NEXT?

Tense economic outlook set to test market resilience

Marketing strategies to increase as part of efforts to engage consumers

Tightening regulations creating opportunities for healthier products

#### COMPETITIVE LANDSCAPE

Tight budgets and negative consumer perceptions impact the leading brands

Private label increases its control over the market

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Slight shift in the distribution landscape as consumers look for better deals

Consumers going online in search of convenience and value

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### EXECUTIVE SUMMARY

Health and wellness concerns shape demand but price-sensitivity intensifies

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Financial pressures and health concerns continue to impact market demand in 2025

Unit price growth stabilises as players adjust to global challenges

Volume sales return to growth in a challenging market

#### WHAT'S NEXT?

Challenging future ahead with volume sales predicted to decline

Regulatory changes and trade tensions expected to influence the market

Investment expected in infrastructure and distribution developments

## COMPETITIVE LANDSCAPE

Artisanal players and private label lead sales

Ferrero acquires WK Kellogg in USD3.1 billion deal

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