



Euromonitor
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Pulses in the United Kingdom

December 2025

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Pulses in the United Kingdom - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Pulses proving popular as a healthy, affordable and sustainable ingredient

INDUSTRY PERFORMANCE

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Ready-to-eat shelf stable variants challenge sales of fresh pulses

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Financial pressures push consumers to favour cheaper alternatives

Despite supply pressures demand for many fresh foods remains strong

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