



# Processed Fruit and Vegetables in Estonia

November 2025

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Frozen processed potatoes register highest value growth

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Volume sales flat over forecast period

Slight volume growth for frozen offerings

Health concerns limit consumption of shelf stable fruit

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Oerlemans Foods gains most value share

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Rising health consciousness influencing product development

#### WHAT'S NEXT?

Modest outlook over forecast period

Innovation key for branded players to stay ahead

Growing demand for healthier options

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