



Euromonitor  
International

# Processed Fruit and Vegetables in Slovakia

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## Processed Fruit and Vegetables in Slovakia - Category analysis

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#### 2025 DEVELOPMENTS

Convenience and price shape purchasing habits

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Lower VAT on fresh unprocessed fruit and vegetables

Dining at home trend drives demand for convenience foods

#### WHAT'S NEXT?

Premiumisation trend will evolve as purchasing power recovers

Frozen fruit offers solid growth prospects

Processed food tax is debated by the Slovak government

#### COMPETITIVE LANDSCAPE

Tesco Stores SR enjoys strong position with private label

Bidfood Slovakia enjoys growth in frozen category

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### KEY DATA FINDINGS

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Price inflation fuels value growth

Value for money is an enticing prospect for Slovaks

#### WHAT'S NEXT?

Healthy growth prospects for staple foods

Health-led product developments will drive growth

Modern grocery retailers are key to driving sales

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