

# Processed Fruit and Vegetables in Finland

November 2023

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## Processed Fruit and Vegetables in Finland - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Stabilisation of retail-foodservice volume sales split  
Faster preparation needs inform new product development  
New releases cater to the growing demand for vegetarian products

#### PROSPECTS AND OPPORTUNITIES

Domestic-origin offers to continue to matter greatly to local consumers  
Private label to continue to leverage quality, competitive-priced offers  
Responsible production and consumption to gain further momentum

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