

# Processed Fruit and Vegetables in Costa Rica

November 2023

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## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Frozen fruits and vegetables growing due to convenience trends Pequeño Mundo retailer expands access to low-cost processed fruit and vegetables Private label expand lines of canned vegetables

### PROSPECTS AND OPPORTUNITIES

Convenience factor will drive appeal supporting steady volume growth Frozen fruits and vegetables expected to continue growing in availability and variety Accessibility of fresh seasonal fruits and vegetables will continue to limit growth

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