

# Processed Fruit and Vegetables in Algeria

November 2023

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## Processed Fruit and Vegetables in Algeria - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Shelf-stable peas, corn and tomatoes continue driving sales, viewed as household essentials Frozen processed vegetables are increasingly appreciated for ease and convenience Izdihar retains its lead through innovative production, while private label remains undeveloped

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Changing lifestyle trends benefit sales of processed fruit and vegetables Economy brands will continue to gain ground as value for money remains key Premiumisation and health and wellness trends shape product innovation

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