

# Processed Fruit and Vegetables in the US

November 2023

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# Processed Fruit and Vegetables in the US - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Instability across the supply chain fuels continued price growth Demand for convenience hampers retail volume recovery as foodservice shows resilience Recalls and rising costs threaten private label growth in frozen fruit

#### PROSPECTS AND OPPORTUNITIES

Worsening climate conditions will threaten ingredient sourcing Challenges due to lack of efficiency in the cold storage supply chain Uncertain ingredients sourcing and tense economy to create avenues for growth for frozen fruit and vegetables

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