Euromonitor International

Processed Fruit and Vegetables in the US

November 2025

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Processed Fruit and Vegetables in the US - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Long shelf life appeals to consumers seeking convenience

INDUSTRY PERFORMANCE

Processed fruit and vegetables sees a partial recovery in demand as prices stabilise
Frozen fruit benefits from being a healthy and convenient category

WHAT'S NEXT?

Tense economic outlook set to test market resilience
Marketing strategies to increase as part of efforts to engage consumers
Tightening regulations creating opportunities for healthier products

COMPETITIVE LANDSCAPE

Tight budgets and negative consumer perceptions impact the leading brands
Private label increases its control over the market

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Slight shift in the distribution landscape as consumers look for better deals
Consumers going online in search of convenience and value

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Staple Foods in the US - Industry Overview

EXECUTIVE SUMMARY

Health and wellness concerns shape demand but price-sensitivity intensifies

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Financial pressures and health concerns continue to impact market demand in 2025
Unit price growth stabilises as players adjust to global challenges
Volume sales return to growth in a challenging market

WHAT'S NEXT?

Challenging future ahead with volume sales predicted to decline
Regulatory changes and trade tensions expected to influence the market

Investment expected in infrastructure and distribution developments

COMPETITIVE LANDSCAPE

Artisanal players and private label lead sales
Ferrero acquires WK Kellogg in USD3.1 billion deal

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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-the-us/report.