



Euromonitor
International

Vegetables in India

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Vegetable sales rise in 2025 during climate challenges and digital supply chain transformation

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Quick commerce and digital procurement reshape urban vegetable supply

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Convenience, safety, and nutrition drive growth and premiumisation in fresh food

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Weather-driven disruptions and structural gaps shape fresh food in 2025

Consumer demand for quality, convenience, and functional benefits redefine premiumisation

WHAT'S NEXT?

Digital integration and data-driven supply networks are expected to transform fresh food

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