Euromonitor International

Processed Fruit and Vegetables in Lebanon

November 2026

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KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Smaller pack sizes gain traction as consumers prioritise affordability
Frozen processed fruit and vegetables record strongest growth as shelf-stable products remain important
Adonis Valley targets health-conscious consumers with organic processed vegetables
Chart 1 Value Sales 2021-2031
Chart 2 Volume Sales 2021-2031
Chart 3 Value Sales by Category 2026

WHAT'S NEXT?

Affordable packaging and domestic production to support growth in processed fruit and vegetables
Health-oriented processed vegetables to create premium growth opportunities
Chart 1 Forecast Value Sales 2021-2031
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COMPETITIVE LANDSCAPE

Al Wadi Al Akhdar and Cortas capture share as imports lose ground
Chart 1 Company Shares 2026
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E-commerce platforms to grow gradually but remain marginal overall
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COUNTRY REPORTS DISCLAIMER

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