Euromonitor International

Processed Fruit and Vegetables in the United States

November 2026

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Upward pressure on prices drives stronger value growth
Green Giant's Riced Veggies highlight the affordability trend
Walmart and Aldi drive private label evolution with cleaner labels and value
Chart 1 Value Sales 2021-2031
Chart 2 Volume Sales 2021-2031
Chart 3 Value Sales by Category 2026

WHAT'S NEXT?

Retailers expected to expand private label lines to capture value-focused shoppers
Advances in freezing technology set to shift demand from shelf stable to frozen
Nutrient density and functional claims to reshape consumer purchasing
Chart 1 Forecast Value Sales 2021-2031
Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

High fragmentation among individual players, but the consolidated private label share is significant
Acquisition and innovation impact the competitive landscape
Chart 1 Company Shares 2026
Chart 2 Brand Shares 2026

CHANNELS

Supermarkets and hypermarkets retain dominance through scale and range
Warehouse clubs and retail e-commerce capture value-driven and premium demand
Chart 1 Retail Channels 2021-2026

PRODUCTS

Affordability and clean labels steer new product development
Hanover and Green Giant deliver portion-focused innovation
Seneca acquisition and private label expansion reshape the competition

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031
Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031
Chart 2 Population by Generation 2026
Chart 3 Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

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- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
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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-united-states/report.