

# Processed Fruit and Vegetables in the Czech Republic

November 2023

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## Processed Fruit and Vegetables in the Czech Republic - Category analysis

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Continued decline in consumer demand in 2023, although foodservice volumes continue to rise

Bonduelle leads amid growing competition from private label

Wider use of promotions and discounts

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Health and wellness trend will gather pace, as price becomes a less important factor in purchasing decisions

Greater expected demand for more sustainable packaging

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