

# Processed Fruit and Vegetables in Costa Rica

November 2023

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## Processed Fruit and Vegetables in Costa Rica - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Frozen fruits and vegetables growing due to convenience trends  
Pequeño Mundo retailer expands access to low-cost processed fruit and vegetables  
Private label expand lines of canned vegetables

#### PROSPECTS AND OPPORTUNITIES

Convenience factor will drive appeal supporting steady volume growth  
Frozen fruits and vegetables expected to continue growing in availability and variety  
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